# PRINTERS' INK

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*A JOURNAL FOR ADVERTISERS*

VOL. CLXIX, NO. 11 NEW YORK, DECEMBER 13, 1934 10C A COPY



BUSINESS ADMINISTRATION LIBRARY
BOSTON UNIVERSITY


# SELLING THE INVISIBLE

IT IS the legitimate ambition of every business to grow—to increase the number of its customers, to increase the consumption of its product per capita. • To accomplish this the manufacturer exhibits his merchandise, describes its qualities, makes it possible for the consumer to see it, feel it, taste it, hear it. This is the basis of sales and the basis of advertising. • But how can this principle be applied to increasing the sale of gas—the invisible domestic servant that comes into your home to cook the meals, heat the water, warm the house, refrigerate the food? • When The Philadelphia Gas Works Company came to us for counsel on how to increase their sales, we made a careful study of gas advertising. We found the gas utilities, generally, seeking the solution of this problem through the sale of gas-using appliances—ranges, water heaters, home-heating units, refrigerators. But they were selling hardware, gadgets, nuts, bolts and enamel finishes. • We planned a new approach. Appliances presented in terms of human comforts—better cooked foods, cooler kitchens, less slavery to meals, luxurious hot water, carefree home heat, thrifty refrigeration. • We are more than gratified with the way our plan men, artists and writers have broken the gas-trade tradition and given this account a sparkling new presentation. Judging by results, psychology is right again.


## N. W. AYER & SON

INCORPORATED

*Advertising Headquarters:* WASHINGTON SQUARE, PHILADELPHIA

NEW YORK • BOSTON • CHICAGO • SAN FRANCISCO • DETROIT

LONDON • MONTREAL • BUENOS AIRES • SÃO PAULO




# FIRST IN DEPARTMENT STORE ADVERTISING

Department stores buy advertising space on one thing only: RESULTS. Nothing else interests them . . . at least not here in Boston.

It is highly significant, therefore, that again this year the HERALD-TRAVELER leads all Boston newspapers in Department Store advertising . . . (It leads, as usual, in all Retail Store, General, Financial, and Total Paid advertising as well).

Boston department stores sell to the same people that you want to reach: people who live in Greater Boston's 15-mile area, a compact territory of nearly two million. The HERALD-TRAVELER now offers them, and you, the largest as well as the most responsive circulation of all the Boston daily newspapers in this area—according to the latest report of the Audit Bureau of Circulations. This circulation is delivered largely by our own carriers.

*Advertising Representatives:*
GEORGE A. McDEVITT CO.
New York Chicago Detroit
Philadelphia San Francisco

BOSTON HERALD-TRAVELER

# PRINTERS' INK

NEW YORK, DECEMBER 13, 1934


# This Week

IN advertising, as in engineering, the field of practice is crowded and the problem is one of social import. Perhaps it is safe to say that every mature man now engaged in advertising work carries around in his mental file the names of at least two promising young men for whom he'd like to find jobs—young men whose earnings would brighten the burdens of hard-pressed families. And, more broadly, advertising owes it to its own future to provide more intelligently for the entry of new talents and new blood.

Believing that, in this instance at least, the fields of advertising and of engineering are closely parallel, PRINTERS' INK presents as its leading article this week a description, written by Professor William H. Timbie, of the M. I. T. plan for turning out good engineers and equipping each of them with the ability to *sell himself into the right job.*

* * *

Racing Driver Ab Jenkins steps on the gas—and **everybody swears.** In detonating broadsides, tire companies accuse and recriminate—and clout each other with contradictory affidavits. All of which results in foggier bewilderment for the tire dealers—who, conceivably, are left wondering whether *any* tire company tells the truth—and in a deep and abiding conviction in the breast of one Clarence Page that he'd have been better off if he had gone into parachute-jumping.

* * *

"In foreign trade, competition, of course, goes hand in hand with any attempt to establish good-will in wider markets—just as it does at home." Thus, under the title **"This Question of Tariffs,"** writes George F. Bauer, manager of the Export Department of the Automobile Manufacturers Association and one of America's better informed specialists on world trade. And by what steps have the nations seen to it that everywhere good-will shall be fostered? By backward steps. In fact, tariff barriers have nullified the advantages of modern-day economy in production and elevated many products far above the reach of the masses. The solution? A world-wide policy of give-and-take.

* * *

To manufacturers whose business such a bill would affect, the headline, **"Wallace Will Fight for New Food and Drugs Bill,"** will not stand as news. However this week's P. I. article under that heading will indicate how the Secretary of Agriculture is thinking.

* * *

G. M. S. Sees Where . . . Eagle-eyed, he watches the American scene for developments that will affect the work or the peace of mind of those who are engaged in making and selling goods and services. Closely packed packages of fact under the title: **"I See Where . . ."**

* * *

A meat packer's only salvation is volume—that and controlled loss. This week William E. Felin, president of John J. Felin & Co., Inc., tells how his company, operating in the Philadelphia trading area, won acceptance with advertising. The title: **"Wins 17 Per Cent of Market."**

* * *

Occasionally, the thought creeps into print that nothing in the writing line is too good for copy—that in advertising space, even literature, if by literature we mean able


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writing, is not amiss. Along that line run the thoughts of Marsh K. Powers, president of the Powers-House Company, who this week admonishes, **"Go to Poets, Thou Ad Writer."**

* * *

New packages invest their contents with new personalities. The latest big-scale producer to see a demonstration of that truth is the Larkin Co., Inc. Under the title, **"Old Wine in New Bottles,"** John Winters Fleming reports the methods and results.

* * *

On this matter of **agency compensation,** the Periodical Publishers Association, having studied the Haase report, still believes that the present commission plan is the best that has yet been found. Pointing out that a manufacturer adopts what he finds to be the best method of distributing his product, the association cites the current method as the best for distributing a publisher's space.

* * *

As another step in profit stabilization, **Colgate-Palmolive-Peet** prints prices on its packages * * * **Associated Oil Company** rounds up old grads to listen to football broadcasts * * * **A. Wineburgh** continues his reminiscences * * * **General Foods** falls for puppets.

* * *

The **Schoolmaster** is busy with: the sources of new products; the demand, in hotels and restaurants, for grape juice; radio music-drama in serial form; advertising-in-strikes; and the question of safety in industry.

And this week's **editorials** are titled: "Industry Mobilizes"—"When Nature Intervenes"—"Bob Johnson"—"Rara Avis"—and "Grapevine That *Is* Grapevine."

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THE conquest of the national market is rarely, if ever, made at a single point.

It is accomplished progressively.

First the New York market—through the key stores and their select customers who constitute the arbiters.

Then Boston, or Philadelphia, or Cleveland. The buyers of their leading stores watch New York.

Then Worcester, or Wilmington, or Akron. The stores there watch Boston, Philadelphia and Cleveland.

From there on, everything is easy—as easy as walking down a flight of steps.

The stores in New York and in some 40 other leading trading centers are the key to the national market.

The key to these stores and their key customers is

**THE NEW YORKER, 25 West 45th St., N. Y.**

# This IS a GOLD RUSH

$220,190,000 *more* bank debits in Milwaukee this year, up to November 28, than in the same period in 1933! And that does not include the suburbs.

This means an average *increase* of nearly a million dollars *daily* in the money moving through Milwaukee business channels.

It doesn't take the courage of a "forty-niner" to get a share of this new strike. An adequate schedule of advertising in The Milwaukee Journal will stake your claim and keep the pay dirt rolling your way.

**THE MILWAUKEE JOURNAL**

FIRST BY MERIT

*NATIONAL REPRESENTATIVES . . . O'MARA & ORMSBEE, Inc.*

NEW YORK CHICAGO DETROIT LOS ANGELES SAN FRANCISCO

# Jobs and How to Find Them: A Working Formula

**Professor Timbie here advances the somewhat startling thesis that the college graduate hunting a job these days is really lucky! He also sets forth some tried and true principles of job-finding that have worked in the case of M. I. T. graduates—and that presumably will function equally well in the broad field of general merchandising. In these New Deal days it seems that every other person you meet is seeking a job for himself. Or for somebody else. These conclusions from the scientifically ordered mind of Professor Timbie are therefore bound to be universally helpful—especially since he is here stating not academic theory but provable and proved facts.**


**By William H. Timbie**

Professor of Electrical Engineering, Massachusetts Institute of Technology


"NOBODY wants a young fellow now. I have answered every ad. I have written scores of letters, tramped around to the employment offices, and all I hear is that industry is no longer hiring inexperienced men. So many older men, who have had long experience, are out of a job that they can be employed at the same salary usually paid to a young fellow just getting a start. I'm out of luck, graduating right in the middle of a depression."

Familiar words, these days. I have heard them time and again from recent graduates of some of the best engineering colleges—young fellows who really had outstanding scholastic records. It is an absolutely wrong slant on the situation. As a matter of fact the young graduate of today is not unfortunate, but mighty lucky.

Consider the situation of an engineering graduate a few years ago, when industry was booming. Getting a job was the easiest thing in the world. In fact it was not uncommon for such young men to be offered five or six jobs immediately upon graduation, most of them holding out good prospects of advancement.

But once the young man had gone to work, he found himself one of ten thousand young engineers, all of whom were making their start in industry. He found that if he was to rise in his profession he had to be an outstanding man in this large group. The competition for promotion was keenly intense.

He did not have to do just a good job; he had to stand head and shoulders above his associates.

This meant that for at least two or three years he had not only to carry on the routine duties of his job with unusual effectiveness, but he also had to use to the limit the trained habits of thought and procedure that he had acquired in college. He found there was a crust as tough as a steel shell separating him from the higher positions, and it required the utmost exertion of his physical strength



# "NOT SO HOT?

## That's funny...

# I PLAYED THE RIGHT NOTES"

A RACHMANINOFF lifts his fingers from the keyboard and a wave of applause, thunderous, deafening, sweeps in a mighty roar through the auditorium.

Thousands of other musicians could study for years, sit at the same piano, play the same notes—but never achieve the same results.

★ ★ ★

Every Saturday afternoon, on crisp autumn days, hundreds of quarterbacks, on hundreds of gridirons, bark signals and send their teams through a bewildering succession of plays in which spinners, laterals, double-reverses and delayed bucks are employed to advance a pigskin spheroid over a series of white lines.

But out of the hundreds comes only a sparse selection of All-Americans —a handful of Friedmans, Carideos, Booths.

★ ★ ★

In the old days of the 10-20-30-cent vaudeville circuits, comedians by the score stepped before the same gaudy backdrop, stood while the ghastly rays of the footlights shimmered over the greasepaint on their faces, told the same jokes; essayed the same awkward clog dances or soft-shoe shuffles.

And out of this forgotten army of funnymen there came only one Jolson, one Cantor, one Wynn, one W. C. Fields.

★ ★ ★

Turn the pages of your favorite magazine or newspaper. You will observe that more than one advertisement employs similar artifices to waylay your attention, uses what may be basically the same idea to induce you

to read about the product it represents. Thus you will find several advertisers using a news-format, "balloons," continuity strips, testimonials, etc., just as many radio programs use a famous orchestra and a comedian to attain the same results.

But there the similarity ends. The balance sheets of one company will show that its advertising is helping to pile up profits and pay dividends, while the other concern, employing what is superficially the same kind of advertising, can be listed only among the also-rans.

★ ★ ★

Advertising must do more than look the part to make the reading and listening millions dig into their pockets and trade hard-earned dollars for merchandise. Form shouldn't be mistaken for substance. It isn't radio entertainment that pays—it's what you say in your commercials. It isn't news-formats, "balloons," or testimonials that send people into stores and shops—it's what you put into those various devices.

The majority of Ruthrauff & Ryan clients have enjoyed exceptional success even through the past few dark years—using advertising that embodied some seemingly unusual technique in appearance, appeal or approach.

Yet many of these profitable campaigns have been adopted or adapted by others—without clicking to the same degree . . . If you want to bring down the house, you've got to know more than how to play the right notes.

**The following national advertisers are among the accounts served by Ruthrauff & Ryan, Inc.:**

**'blue coal' • Canadian Pacific Railways • Cocomalt • Covo Shortening • Davis Baking Powder • Dodge Brothers Motor Cars, Trucks, Buses • Franco-American Spaghetti • Gar Wood Industries Inc. • Gillette, Auto-Strop and Probak Razors and Blades • Goodrich Silvertown Tires • Ironized Yeast • Kentucky Winners Cigarettes and Kentucky Club Tobacco • Lea & Perrins Worcestershire Sauce • Lee Union-Alls • Lifebuoy Shaving Cream • Lifebuoy Health Soap • Arthur Murray School of Dancing • Nature's Remedy • Nestlé's Milk Products • Noxzema • Pennzoil • Rinso • Standard Statistics • Tums • U. S. School of Music • Valspar Varnishes and Enamels • Wolverine Shoes**

★ ★ ★

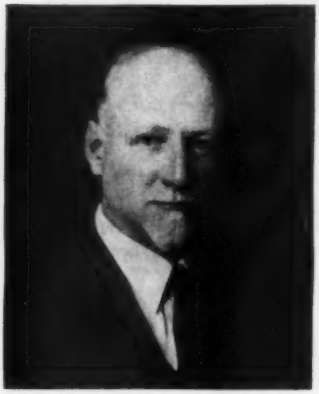
# RUTHRAUFF & RYAN, INC.

*Advertising*

**NEW YORK • CHICAGO • ST. LOUIS • KANSAS CITY**
**DETROIT • LOS ANGELES • SAN FRANCISCO • SEATTLE**

and his mental training to push through.

To be sure, those who made this effort and kept up the struggle for two or three years were able to crash through and get the coveted positions. The others, however, had to continue the struggle, maybe for years, or else be contented to



Professor William H. Timbie

branch out horizontally, and find a niche for themselves in one of the lower strata of industry.

The situation today has this resemblance to that of the late twenties, in that there is the same steel crust to be pierced by the young man, but it has been moved down two or three years, so that it now stands between him and his entry into industry. The young man of today has to pierce this crust in order to enter industry at all. But once he has pushed through and secured his job, he will find himself in a situation entirely unlike that of the young man who graduated in the so-called good times.

The graduate of five or ten years ago found himself in a shrinking organization. He was soon battling, not for advancement, but just to keep his job. The young man of today, who succeeds in securing a place in industry, is more than likely to find himself in an expanding organization. New men are being gradually but continually brought into his company, and if he is at all competent, he will soon find himself at the apex of a pyramid, the base of which is steadily broadening out, automatically adding more and more to the responsibility of his position.

The young man of today is lucky. If he will but concentrate the same amount of effort and apply the same amount of hard thinking and scientific analysis to the problem of finding a job, that in good times he would have to use in securing promotion, there is no reason in the world why he cannot find employment.

Our experience at the Massachusetts Institute of Technology has demonstrated this. Those young men who have painstakingly and intelligently analyzed the market for professional services, and have brought to bear upon the problem of securing a job all the power of a scientifically trained mind, have almost invariably been successful.

The failures have been those who tackled the problem in the old routine way. They went at it in the old "usual" way rather than in the modern scientific way. They were bound to fail, just as many business concerns failed that kept plugging along on the old lines. To succeed, both men and business organizations, must use modern methods. The usual methods are likely to get the usual unsatisfactory answers to modern problems. Modern scientific methods get the *right* answer.

The Massachusetts Institute of Technology has made definite attacks upon the problem of training its graduates to prepare themselves for a job and to get it. Years ago it started one of its most successful plans by establishing in the Electrical Engineering Department the M. I. T. Co-operative Course.

The plan operates in this way: every other term, students in this course get practical engineering work at the plant of some comprehensive electrical concern. So, right along with their Institute studies of electrical engineering, they become intimately acquainted with

*(Continued on page 106)*

IT DARES TO BE DIFFERENT



Point of Difference No. 8

# *Newspaper* TIMELINESS . . . . . *Magazine* DURATION

**Daily publication . . . day-before closing . . . regional placement . . . are among the *newspaper* advantages you get in The Christian Science Monitor. In addition, its high news and editorial standards . . . its continuing freshness . . . its usefulness for reference purposes prolong the effect of your advertising message.**

## THE CHRISTIAN SCIENCE MONITOR

**Published by The Christian Science Publishing Society**
**Boston, Massachusetts**

**NEW YORK OFFICE—500 FIFTH AVENUE**

***Other Branch Offices:*** **Chicago, Detroit, St. Louis, Kansas City, San Francisco, Los Angeles, Seattle, Miami, London, Paris, Berlin, Geneva, Florence**

AN INTERNATIONAL DAILY NEWSPAPER

# Clear Thinking

ADVERTISING FEDERATION OF AMERICA
NEW YORK

*Editor of* PRINTERS' INK:

In his article in last week's PRINTERS' INK, "Why Advertising Really Is an Economic Tool," Roy Durstine presented as fine a case for advertising as the most zealous advocate could possibly desire.

We have had it pointed out to us numerous times within recent weeks that too many advertising men themselves are not sold on advertising. This attitude of cynicism is in a measure responsible for some of the skepticism on the part of the public toward advertising in general; and, whether we like it or not, there is a certain amount of skepticism. There is scarcely a day but that the director of our Bureau of Research and Education is called upon to "write a defense of advertising" for a college debating team, or a woman's club discussion on some such subject as "the waste in advertising," or "the deplorable state in which advertising has fallen."

If you men on the staff of PRINTERS' INK weren't so all-fired alert, Mr. Durstine's ms. might have been snapped up by the editor of a magazine or periodical of more general circulation, where it would have done a tremendous lot of good outside of advertising circles.*

But, as I say, there is need for clear thinking on the subject among advertising men themselves and you have performed a valuable service in publishing this article at this time.

EARLE PEARSON,
*General Manager.*

*EDITOR'S NOTE: Mr. Durstine's ideas had more of a general circulation than you would suspect, Mr. Pearson. "Advertising circles," so-called, constitute only a part of our clientele. Thank you for the compliment, just the same.

✦ ✦ ✦

### Newspaper Representatives of Chicago Re-elect

John T. Fitzgerald, of Reynolds-Fitzgerald, Inc., has been re-elected president of the Newspaper Representatives of Chicago. John E. Lutz, head of the firm bearing his name, has been re-elected vice-president.

Walter Doney, Texas Daily Press League, was elected secretary and H. E. Scheerer, Scheerer, Inc., continues as treasurer.

Joseph A. McOwen, George A. McDevitt Company, was elected a director. Re-elected directors were: W. T. Cresmer, Williams, Lawrence & Cresmer Company, and Sylvester Blish, of the John Budd Company.

• • •

### Gortatowsky Advanced by Hearst

J. D. Gortatowsky has been appointed assistant general manager of the Hearst Newspapers. He has been business manager of the Hearst wire and feature services.

• • •

### Overall Account to B. B. D. & O.

The Oshkosh Overall Company, Oshkosh, Wis., has appointed the Chicago office of Batten, Barton, Durstine & Osborn, Inc., to handle its advertising.

### Brewers Appoint Advertising Committee

Under the sponsorship of the United States Brewers Association, a meeting was held in New York this week to organize an advertising service for the purpose of helping brewers to advertise beer as a non-intoxicating beverage. Members of the committee planning this service include: C. D. Williams, secretary of the association, Schuyler Patterson, Lion Brewery, A. H. Deute, of Jacob Ruppert, all of New York; Ernest H. Gross, Harvard Brewing Company, Lowell, Mass., Hal Johnson, Blatz Brewing Company, Milwaukee; George Tilton, Anheuser-Busch, Inc., St. Louis; William S. Walker, Duquesne Brewing Company, Pittsburgh; Henry Gorski, P. Ballantine & Sons, Newark, N. J., and Gilbert A. Hensler, Hensler Brewing Company, both of Newark, N. J. Harry J. Winsten, of Kelly, Nason & Roosevelt, was named advertising counsel.

• • •

### Gets All Reo Account

Overseas advertising of the Reo Motor Car Company is now being handled by the foreign division of the New York office of Maxon, Inc. This brings all Reo passenger car and Speed Wagon advertising under one agency. Frank B. Amos is account executive on Reo's foreign advertising.

# Everybody Swears

## Ab Jenkins Cuts Loose in a Speed Test—and Bang! Two Tire Companies Blaze Away with Broadsides

WHEN the cometic Ab Jenkins takes a steering wheel into his lap, he scatters world records in all directions; and the yowling of his motor sets up reverberations that go rolling on and on.

Specifically, those echoes beat right now about the ear drums of one befuddled Clarence E. Page; and in his innermost heart Clarence doubtless wishes that he'd never got into the tire business.

On the salt desert at Lake Bonneville, Utah, on August 16, Ab Jenkins tucked himself into a thunderbolt on wheels and laid its accelerator against the floor-board.

At the end of twenty-three hours and thirty-five minutes of gaseous and orbital motion, Ab had unrolled an even 3,000 miles.

For Clarence Page, on hand to minister, if need arose, to the tires of Ab's mechanical bat-out-of-hell, it would have been better, perhaps, if Ab had knocked off right there and called it a day.

But Ab went on. And something happened—something that touched off name-calling broadsides from the headquarters of two big rubber companies, and something that inflicted upon Clarence a pain in the neck. And here is how it was:

Ab rode on Firestone tires. Last year, in a similar flirtation with sudden death, his rubber was by Goodrich. But this year it was Firestone that, after Ab's cyclonic whirl, told the waiting world whose tires he wore. Proudly—and loudly—Firestone not only identified the tires, but proclaimed that Ab, stepping along at something slightly more zippy than 127 miles an hour, had gone unworried by tire trouble, unharried, indeed, by so much as a blowout.

And that was that. But not for long. For out of Goodrich came an explosive communication addressed to tire dealers. It was big, that broadside, and mad as a hornet. Without mentioning specifically the four-letter word, Goodrich called Firestone a multi-faceted liar and—and here's where Clarence Page comes in—reproduced an affidavit to prove it.

At the instance of somebody, Clarence had gone before a notary public and, under oath, had set forth that, until practically the minute preceding his swearing, he had been an employee of a Firestone service station, that he was present in person when Ab Jenkins outrode the day and the night and the morning of the following day, *and* that not only were there numerous tire changes but early in the morning of the second day the right rear tire went down.

Further, the document read, "from the examination at the pit after the tire had run approximately one mile, there was nothing to indicate a puncture or cut in the tire, and in my opinion, from the examination, the failure was due to what is commonly known and understood as a blowout."

### Also Says They Were Special Tires

In addition, Clarence's affidavit remarked that the tires were not stock, but special, and that they were filled, not with air, but with nitrogen.

And that was that, until Firestone could catch its wind.

But in the hands of tire dealers now is a counter broadside. Its heading reads: "Firestone Corrects False Statements." And, in part, its textual message goes like this:

"We regret that it is necessary for us to correct the false statements published by the B. F. Goodrich Company regarding Ab Jenkins' 1934 Endurance Run. We are aware that our competitors are extremely envious of the records for Safety, Speed, Mileage and Endurance held by Firestone Gum-Dipped Tires.

"It is only natural that they



THE BOONE MAN REPRESENTS
26 HEARST NEWSPAPERS

DAILY

| | | |
|---|---|---|
| New York Journal | Boston American | Chicago Americ |
| Albany Times-Union | Baltimore News-Post | Detroit Ti |
| Syracuse Journal | Atlanta Georgian | Wisconsin N |
| Rochester Journal | Washington Times | Omaha Bee-N |
| Los Angeles Examiner | San Francisco Examiner | Seattle Post-Intelligen |

SUNDAY

| | | |
|---|---|---|
| Boston Advertiser | Rochester American | Baltimore Americ |
| Albany Times-Union | Detroit Times | Atlanta Americ |
| Syracuse American | San Francisco Examiner | Omaha Bee-N |
| Los Angeles Examiner | | Seattle Post-Intelligen |

# Selling Power from Individual Drive



WHEN engineers invented the principle of driving each machine with an individual motor, they got greater power where they needed it . . . and paid for power only when they used it.

When sales-managers adopt the same method, they stop the waste of wide, but thinly-spread effort and center their selling power upon those MAJOR MARKETS which produce MAJOR SALES.

More and more advertisers are turning to the Individual Drive of newspaper advertising upon Individual Markets . . . hitting with all of the concentrated, productive power that only newspapers can give.

CALL THE BOONE MAN

RODNEY E. BOONE ORGANIZATION
A UNIT OF
HEARST ADVERTISING SERVICE
NEW YORK

Chicago Detroit Cleveland Boston
Philadelphia Rochester Atlanta
San Francisco Los Angeles Seattle

should try to belittle and discredit our accomplishments, but it is almost unbelievable that the B. F. Goodrich Company through"—and here the missive names, by title, three Goodrich representatives—"would go so far as to offer one of our employees a position at a higher salary in order to induce him to sign a prepared affidavit that would serve their purpose in an attempt to lead tire dealers to believe that statements in Ab Jenkins' letter of August 18 and in Firestone's advertising were false. . . ."

And, as for affidavits—well, Firestone reproduces two. One is signed by Ab Jenkins. He swears, does Ab, that no tire failed or even caused trouble in 3,000 miles; but that after the 3,000-mile mark he went on for other tests and, on one of the turns, "ran over the jagged stump of a broken-off marking stake," injuring the right rear tire and causing it to "go down gradually."

Further—and seemingly resenting the crack that his car was doped—Ab swears: "I did not use nitrogen to inflate my tires. They were inflated with air."

And Clarence Page—he swears too. But this time—and in mental distress—he swears differently. In part, his new affidavit reads:

"After the run was completed, I returned to the store and on October 4 was approached by"—naming three persons by name—"who wanted me to sign an affidavit that they would prepare, containing statements contrary to those used in Firestone advertising. This I did not want to do, but they offered me a position at considerable more salary and held out as an additional inducement a substantial raise in salary shortly after accepting the position.

"As I needed the money, I agreed to do it, although after seeing the affidavit in print, I realized I had not carefully read the affidavit I was signing and found many statements they had prepared for my signature were contrary to fact.

"I did not actually know whether the tires were inflated with nitrogen or not, but I now know that they were inflated with air. I was at a tent more than a mile away when the tire went soft, and therefore had no knowledge of what caused the tire to go down, but when I saw the tire later there was no indication of a blowout. . . ."

And now, what swears Goodrich in surrejoinder?

Awaiting the next broadside from Akron, a tire dealer might conclude that, although this sort of literature doesn't help sell him many tires, it's surely making business for the notaries public.

✦ ✦ ✦

### William Green Appoints Richmond

Ralph Richmond, vice-president in charge of copy of the former Soule, Feeley & Richmond, New York and Syracuse advertising agency, and more recently operating his own service in creative copy, has been appointed president of William Green, Inc., specialists in sales promotional material. He will personally supervise the company's creative departments. Irving Mitchell and John O'Donnell have been named vice-presidents in charge of client contact.

• • •

### Has Colt's Fire Arms Account

Beginning January 1, 1935, the advertising account of the Colt's Patent Fire Arms Mfg. Company, Hartford, Conn., will be handled by the Wood, Putnam & Wood Company, Boston advertising agency.

• • •

### Broughton Heads Wamsutta

C. F. Broughton, treasurer of the Wamsutta Mills, New Bedford, Mass., in addition, has become president.

### C. H. Johnson with Bank Group

C. Haldane Johnson has been appointed executive secretary of the New Jersey Savings Banks Association, and will be located in newly opened offices at 744 Broad Street, Newark, N. J. He formerly was with Trade-Ways, Inc., and at one time was vice-president of the former advertising agency of Griffin, Johnson & Mann.

• • •

### Has Fostoria Steel Account

The Fostoria Pressed Steel Corporation, Fostoria, Ohio, which manufactures a line of automobile fenders, has appointed McDaniel-Fisher-Spelman, Inc., Cleveland agency, to handle its advertising.

• • •

### Joins A. N. A.

The Insurance Company of North America, Philadelphia, has been elected to membership in the Association of National Advertisers. Clarence A. Palmer will represent the company in the association.

# This Question of Tariffs

## Duties Have Lifted Products Out of World Mass Markets, and Here Is Why

By George F. Bauer

Manager, Export Department, Automobile Manufacturers Association; Chairman, World Trade League of U. S.; Director, American Manufacturers Export Association

THE reciprocal tariff question, versus so-called protective tariffs, which is more or less wrinkling the brow of big business, simmers down to just one thing—more trade between nations, or less. More trade means greater production of world wealth, in which we will all share according to our merits—and *vice versa*.

In the language of the salesman, reciprocity is just another name for consumer good-will, and every salesman knows that is a priceless market ingredient. Reciprocal tariffs simply put this good-will to work in new fields. And the salesman who looks into the matter will find that tariff "protection" is synonymous with sales resistance of the toughest kind. For it adds so burdensomely to what the consumer has to pay that it sets up price resistance which decimates sales volume.

In foreign trade, competition, of course, goes hand in hand with any attempt to establish good-will in wider markets—just as it does at home. The manufacturer who decides to venture upon national distribution for a product which he has first established in one State or section, must also expect to go up against competition from products already firmly established in certain other sections of the country. If he invades their preserves, they may go national and take a chance at his.

But business was never a one-way affair. Progress has a price; we give and take. The industrialist who is unwilling to risk something to gain more had better stick to his two-by-four sectional market. But I believe there are very few who would choose the first alternative of the following question, viewing it domestically (and why should they answer differently from the international viewpoint?):

Do you prefer to have little or no competition and very little demand, or a big total demand but with some competition in the effort to get your share?

We are not given to parochial thinking in our home markets. We have no protective walls between States. We have leveled off and leveled *up* our standards of living, as between the North and the South, and the East and the West, and all that lies between. If we had hampered trade between States—to "protect" temporary inequalities, and by the same token to perpetuate them—would we, think you, have had greater or less national prosperity?

But a great many business men still hesitate to extend that thinking beyond our national boundaries.

### Consider a Specific Instance

Consider the manufacturer, say, of typewriters, with a plant in Wisconsin, for instance. Would he say that his territory is Wisconsin or the whole United States? Would he stick to Wisconsin if the choice were between the entire market of that State with no competition, or the chance at a share of the national market, with manufacturers in other States free to compete with him in his own bailiwick?

There is no question about his answer. He would take his share of the 126,000,000-market in the nation in preference to the assured but limited millions in Wisconsin. Then why not step up to the



George F. Bauer

2,000,000,000 customers who might consider his product in the world market? The same thing that decides the Wisconsin prospect, or the American prospect, decides the buyer in other lands—namely, what he has to pay for what he gets.

Preference, desire, need, utility, luxury—all have to meet the final test of price. Now let us say that the Wisconsin manufacturer turns out a low-priced automobile. But Wisconsin decides upon a 100 per cent tax on cars. The consumer price is then immediately stepped up to the middle-price class. There are just as many people in Wisconsin as there ever were who want to buy this low-priced car. The demand is still there. But the buying power of these people is such that they cannot afford the car at a 100 per cent increase in price. Sales naturally drop off and they remain low until the tax is modified and the consumer price is brought into proper relation to buying power.

If you will apply that same situation to 107 countries where tariffs on automobiles range from nothing up to 400 per cent, you will appreciate how world demand can be retarded. Add to the picture the numerous other products similarly lifted out of reach of potential consumers and you will understand the costly contraction in world trade and the reason why, by reciprocal negotiations, it is necessary to bring these imposts down.

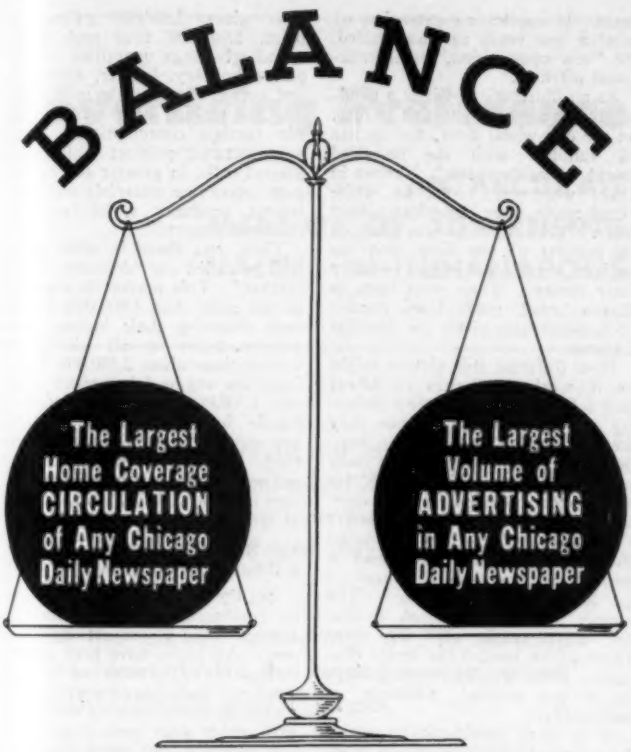
Automobile manufacturers have always deemed it important to remember that bigger foreign sales of American cars can be achieved only as conditions are made favorable in the buying countries for foreign producers as well as for ourselves. Other industries might well consider this international approach, for it conceives conditions which favor a greater total of world trade in any product or commodity, regardless of the nationality of the producers. This viewpoint would liken the total world demand to a pie. Under tariff restrictions the result would be a small pie. Cut into portions for France, Italy, the United States and other producers of that product, no one would have very much, even if he got his full share. But, if we bring down duties and thus increase the potential world demand, we can then cut it into slices in the same ratio as before and each one has a banquet rather than a little nibble.

Reverse English on tariffs around the world has actually diminished the number of cars that people everywhere could buy. Consequently, the world demand fell from 6,277,451 units in 1929, to less than 2,000,000 in 1932.

### First Create a Large World Demand

First, therefore, is the need to create a large total world demand for a product, regardless of the nationality of the producers. Second, in order to do that the consumer price has to be right. It cannot be loaded up with tariffs which put the product in the luxury class. For the mass market, in the world as well as in the U.S.A., resides in the lower income brackets.

And these two principles are applicable to any product. The main job is to create an aggregate world demand sufficient to reward adequately all who share in it. To lick that job properly, implies a certain measure of co-operation within an industry on a world-wide




*Authority: Advertising volume, Media Records, Inc.; Home Coverage, "Survey of Daily Newspaper Home Coverage in Metropolitan Chicago."

**Naturally, the newspaper that leads in Home Coverage leads also in advertising volume.**

# THE CHICAGO DAILY NEWS

CHICAGO'S HOME NEWSPAPER

GEORGE A. McDEVITT CO., National Advertising Representatives,
NEW YORK—CHICAGO—PHILADELPHIA—DETROIT—SAN FRANCISCO

basis. It implies an extension of what a few years ago was called, the "new competition," to international markets.

As an illustration of how a product may fare without such efforts, let me cite wheat flour, for we are all familiar with the so-called world wheat "surplus." Natives in Haiti were very fond of white bread made from American wheat flour. Then a duty was clapped on imports of our flour, and the natives could no longer gratify their desires. They went back to casava bread, made from manioc root, which also yields the familiar tapioca.

How different this picture might be if world producers of wheat had a little vision for their industry as a whole! Suppose they were to work together to keep down the consumer price for their product. Instead of fighting for an increasing share in a total market which is diminishing, wouldn't they be better off if they broadened their horizons and envisioned a market with enough business to go around for everybody? The simple fact they overlook is that the more tariffs and the more taxes which burden the world consumer price, the less buying there is of any product, whatever its nationality.

It is such considerations which have brought the Automobile Manufacturers Association, under the sponsorship of Robert C. Graham, chairman of the Export Committee, to the support of reciprocal tariff plans.

### The Domestic Effects of Tariffs

This approach is primarily international, but it is not difficult to show that official sales obstacles between nations also have adverse domestic effects. Using the motor industry as the sole illustration—although there are many others—it is obvious that when our exports drop from the approximately 1,000,000 cars in 1929, to the less than 200,000 in 1932, there is a lessened demand for the labor of those who produce the 800,000 tons of steel, 22,000,000 square feet of plate glass, 3,500,000 gallons of paint, 5,000,000 tires and correspondingly large quantities of copper, upholstery, leather, aluminum and many other products that go into the making of a million cars for foreign consumption. Every manufactured product which goes abroad calls, in greater or less degree, upon raw materials and component products which go into "indirect export."

Then, too, there is what might well be called our "domestic export market." This market is made up of the more than 4,000,000 Americans obtaining their income from foreign trade of all kinds. In normal times about 2,500,000 Americans are engaged in export trade, and 1,500,000 more are needed to handle imports, arrange financial and insurance transactions and perform activities incidental to the railways and steamships that transport incoming and outgoing cargoes of world commerce.

### The Results of Our Self-Sufficient Prosperity

But there is little need, of course, to emphasize the importance of foreign trade in our national economy. All of us have been experiencing the aftermath of a sheltered, self-sufficient prosperity. For a time we loaned abroad the money with which other nations purchased our products, but when that one-way trade ran out, we failed to see need of a two-way flow of goods. With lowered production all around, our national extremity has been a case of dividing less and less among more and more.

In addition to their benefits to our workers and those in commerce, exports of automobiles have a wider significance. Undoubtedly, there are other products which may be placed in the same category. The use of the automobile amounts to another way of increasing world wealth, for it enables people to produce more wealth in a given time. You may not have seen one in its native habitat, but everybody has heard of the Chinese ricksha. At first glance the traveler may think, "It must be cheap to ride around in such contrap-

# Advertising Preference

## . . . . . AN ACCURATE MEASURE OF ADVERTISING VALUES IN INDIANAPOLIS

Management Institute, an independent fact-finding organization, asked 76% of the buying heads of all Indianapolis families which daily Indianapolis newspaper they preferred for its advertising.

Of the 63,189 answering, 67.7% selected The News, 19.1% the second evening paper and 13.2% the morning paper.

Such decisive proof of the influence of The News with readers, exclusive or otherwise, will be heeded by aggressive advertisers seeking volume sales with profit in this fertile market.

## THE INDIANAPOLIS NEWS

• SELLS THE INDIANAPOLIS RADIUS •

New York
Dan A. Carroll, 110 E. 42nd St.

Chicago
J. E. Lutz, 180 N. Michigan Ave.

**THE 145,021 AVERAGE CIRCULATION OF THE NEWS DURING THE FIRST ELEVEN MONTHS OF THIS YEAR IS THE LARGEST CIRCULATION EVER ATTAINED BY A DAILY NEWSPAPER IN INDIANA**

# FOR RECORD-LOOKERS

### • TOTAL DISPLAY

| | |
|---|---|
| **NEWS** | **14,147,480** |
| Times | 13,381,733 |
| Sun | 10,840,518 |
| Her. Trib. | 9,993,342 |
| World-Tel. | 9,620,369 |
| Eagle | 9,591,507 |
| Journal | 7,643,083 |
| American | 6,813,978 |
| Mirror | 2,730,812 |
| Post | 2,252,280 |
| Times-Union | 2,099,172 |

### • RETAIL

| | |
|---|---|
| **NEWS** | **11,462,983** |
| Times | 8,108,178 |
| Sun | 7,627,088 |
| World-Tel. | 6,768,841 |
| Eagle | 6,706,350 |
| Her. Trib. | 5,336,794 |
| Journal | 5,219,827 |
| American | 3,966,402 |
| Mirror | 1,713,853 |
| Post | 1,506,252 |
| Times-Union | 949,148 |

### • JEWELERS

| | |
|---|---|
| **NEWS** | **585,700** |
| American | 48,226 |
| Eagle | 24,766 |
| Journal | 21,309 |
| Mirror | 14,957 |
| Times | 12,694 |
| Her. Trib. | 8,667 |
| Times-Union | 5,998 |
| World-Tel. | 5,868 |
| Sun | 5,850 |
| Post | 3,104 |

### • TOILET REQUISITES

| | |
|---|---|
| **NEWS** | **235,355** |
| American | 196,290 |
| World-Tel. | 155,963 |
| Sun | 151,481 |
| Journal | 128,906 |
| Times | 112,967 |
| Mirror | 85,056 |
| Eagle | 82,919 |
| Her. Trib. | 82,684 |
| Times-Union | 10,630 |
| Post | 4,358 |

### • TOILET GOODS & BEAUTY SHOPS

| | |
|---|---|
| **NEWS** | **76,717** |
| Eagle | 72,948 |
| American | 45,074 |
| Times | 32,747 |
| Mirror | 17,695 |
| Her. Trib. | 17,029 |
| Post | 14,047 |
| World-Tel. | 5,939 |
| Journal | 4,900 |
| Sun | 4,865 |
| Times-Union | 471 |

### • WOMEN'S CLOTHING STORES

| | |
|---|---|
| **NEWS** | **858,510** |
| Times | 500,586 |
| Journal | 266,946 |
| Her. Trib. | 251,970 |
| Sun | 251,588 |
| World-Tel. | 216,119 |
| Eagle | 180,698 |
| Mirror | 96,473 |
| Post | 59,822 |
| American | 48,924 |
| Times-Union | 22,707 |

**WHEN New York merchants find a medium which sells better they use it more—a curious local custom which national advertisers ought to copy!**

# & LINAGE SHARPS



New York newspaper linage for first eleven months of 1934. Source: Media Records.

### • RADIOS

| | |
|---|---|
| **NEWS** | **204,084** |
| Journal | 94,387 |
| Times | 80,997 |
| Sun | 69,987 |
| World-Tel. | 62,467 |
| Eagle | 54,183 |
| American | 48,386 |
| Her. Trib. | 47,871 |
| Post | 34,506 |
| Mirror | 20,300 |
| Times-Union | 5,168 |

### • FURNITURE

| | |
|---|---|
| **NEWS** | **2,689,994** |
| Journal | 446,495 |
| Eagle | 419,630 |
| World-Tel. | 388,420 |
| American | 362,133 |
| Times | 281,414 |
| Sun | 212,757 |
| Her. Trib. | 156,555 |
| Post | 30,474 |
| Mirror | 23,460 |
| Times-Union | 4,004 |

### • REFRIGERATION (10 Months)

| | |
|---|---|
| **NEWS** | **234,878** |
| Eagle | 139,221 |
| World-Tel. | 68,218 |
| Sun | 63,528 |
| Times | 60,757 |
| American | 52,006 |
| Journal | 50,261 |
| Her. Trib. | 28,267 |
| Times-Union | 19,003 |
| Mirror | 8,386 |
| Post | 503 |

### • ELECTRICAL APPLIANCES & SUPPLIES

| | |
|---|---|
| **NEWS** | **46,234** |
| Eagle | 36,608 |
| American | 11,971 |
| Times | 10,979 |
| Her. Trib. | 7,122 |
| World-Tel. | 4,343 |
| Sun | 3,048 |
| Journal | 2,700 |
| Post | 739 |
| Mirror | 322 |
| Times-Union | 184 |

### • MEN'S & WOMEN'S CLOTHING STORES

| | |
|---|---|
| **NEWS** | **90,104** |
| Times | 72,589 |
| Her. Trib. | 52,593 |
| Sun | 10,469 |
| Eagle | 6,506 |
| Times-Union | 5,569 |
| Mirror | 5,131 |
| World-Tel. | 3,706 |
| Post | 1,906 |
| American | 322 |
| Journal | — |

THE NEWS

NEW YORK'S PICTURE NEWSPAPER



# Sun-Bathing in December!

**"B-r-r-r!" sez you from the frigid East—but out here in Southern California quite some thousands of sun worshipers every week-end scurry away from Los Angeles' ocean breezes to bask and bake in the ultra-violet rays of the nearby desert.**

**A happy climatic circumstance—but one that places a decidedly unique editorial responsibility on the shoulders of a Southern California newspaper—as features and news must be tuned to the clime, a service which can only be accomplished by a home-owned and edited newspaper.**

**As the only metropolitan newspaper in this category, the Los Angeles Times stands alone in catering to and encouraging all the distinctly localized interests of Southern California newspaper readers. Even into the ordinarily conventional realm of fashion The Times carries this policy by maintaining its own large staff of fashion experts.**

**This policy has given the Los Angeles Times the largest home-delivered circulation on the Pacific Coast and the largest volume of advertising of any western newspaper.**

## LOS ANGELES TIMES

Williams, Lawrence & Cresmer Company, Representatives: 285 Madison Ave., New York, N. Y.; 360 N. Michigan Ave., Chicago, Ill.; 10-169 General Motors Bldg., Detroit, Mich.; 210 Chronicle Bldg., San Francisco, Cal.

tions." But the man riding may be an employee who is getting a good salary. If it takes him an hour, instead of ten minutes, to reach his customer, it may still be an expensive trip. The cost of doing business in many foreign lands is actually being brought down by means of motor transport, and where that happens the saving is passed on to the consumer, right down the line to the poorer classes.

In foreign lands, too, the motor is accelerating the advance of living standards, just as it has done at home. Cape Town, South Africa, for instance, is a very beautiful city; but until the people had a flexible means of transportation most of them had to live in congested areas. When the automobile came to them, they built villas outside the city. Now they can get to their homes quickly and enjoy up-to-date houses, with tennis courts and other attractions, at no greater cost than they once paid in the compressed area of the city proper. This has meant a re-building of habitations, a higher standard—a demand for countless things, springing from an initial demand for a car. Would you say that exporters of motor cars who created the initial demand took business away from anybody else? Would you say, also, that they made South Africa poorer, and a weaker market for other products?

### Selling the Idea of Two-Way Trade

Working to increase the total world demand for motor cars, automobile manufacturers in the past have stressed the direct relationship of highways. We have sold good roads in order to sell more cars. As we see our international, world-wide task now, it is to sell the idea of two-way trade and convince all nations of the importance of reasonable tariff relationships. Our program is:

1—To help create understanding which will make for the sale of more products of all kinds, regardless of their nationality.

2—To help spread enlightenment on the manner in which motor transportation can advance still further the standard of living and also create demand for more products—again regardless of the question of nationality.

Recession in world trade, we are convinced, is not entirely a matter of buying power diminished by a recurring cycle of depression. For never before have these cycles—if they are such—coincided for all lands. Tariffs have simply lifted products out of reach of the mass markets. In Brazil, for instance, the price at which American automobiles have to be sold, because of imposed tariffs and internal taxes, is at a level above that at which 98 per cent of all cars are sold in the United States. That is a plain statement of fact; yet it means that the potential market for our cars has been cut from 100 per cent to 2 per cent.

### Lack of Buying Power Not the Cause

Such a situation, being but one of many, indicates that dwindling world trade is not due to lack of buying power. It is merely that the world consumer price on many products is away out of line with the existing buying power. There are actually plenty of people all around the world just as well off as we are here. In Australia they have had as good living standards as we. The remarkable thing is that they can buy as many cars as they do, because the price is nearly double what Americans have to pay at home. And that goes for many other products, too.

The little fly in this terrestrial ointment, therefore, is the *world consumer price*. If this article has made the reader give thought to that, it will have achieved much. Bloated by the official obstacles which it has to absorb, such a consumer price makes naught of manufacturing efficiency, the fine points of distribution, and all efforts to create individual preference and demand. Between our States, such restrictions would reduce us to paupers. We would not tolerate them. Why, then, cannot the world get together and modify them in a spirit of "give and take?"

# Wallace Will Fight for New Food and Drugs Bill

**In his annual report to the President—a document modest in size as judged by usual Government standards, consisting of only 119 pages—Secretary Wallace breaks the news that he, Professor Tugwell and others will enter the ring once more during the coming session of Congress in an effort to secure the enactment of a new food and drugs act. This is not exactly a surprise, a semi-official announcement to the same effect having been made in last week's PRINTERS' INK. But it is interesting as showing the Secretary's line of reasoning and indicating to merchandising interests that, whether they like it or not, some sort of bill is reasonably sure to be made law. What follows is an excerpt from the report, an advance copy of which was secured by PRINTERS' INK and which was released for publication yesterday (Wednesday).**

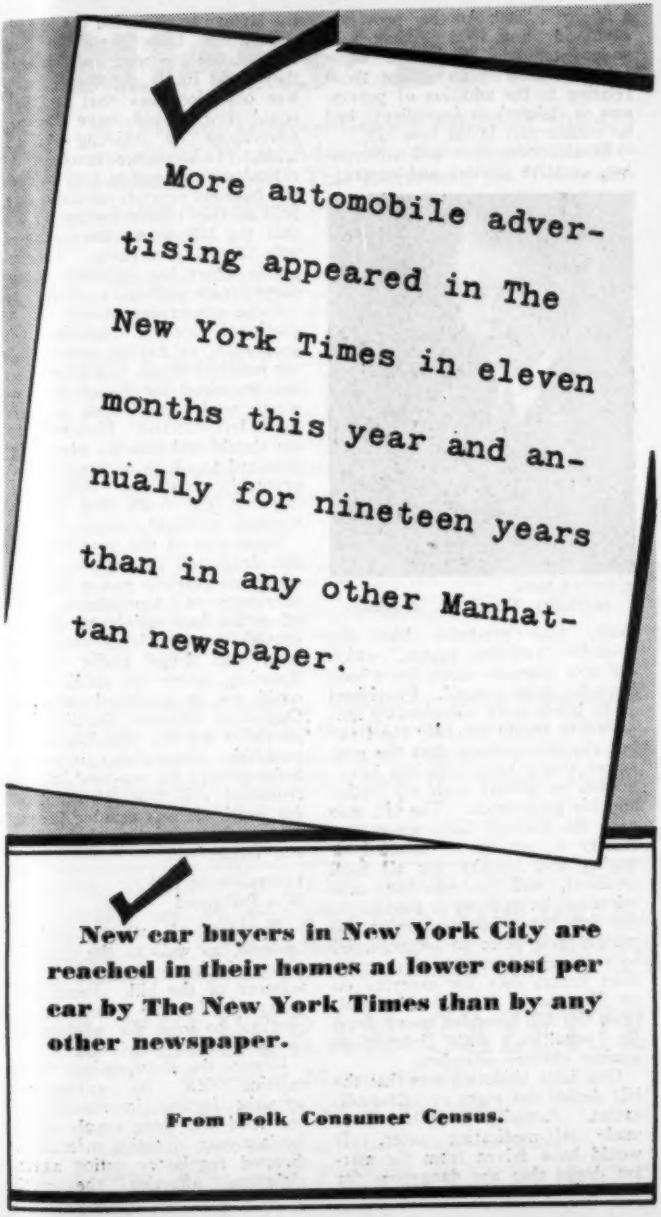
## By Henry A. Wallace

Secretary of Agriculture

THAT the existing Federal Food and Drugs Act has sharp limitations is generally recognized, and the department has long advocated stronger legislation. In 1933 it prepared a new food and drugs bill, which was introduced in the Senate and considered by the Senate committee on commerce. Two hearings resulted in material modifications of the draft. In March last the committee favorably reported the revised bill (S. 2800). This measure retained most of the provisions advocated by the department for the protection of consumers and would have controlled the traffic in food and drugs more effectively than the existing law. In addition, it would have regulated the cosmetics trade and the advertising of foods, drugs, and cosmetics. Unfortunately, the bill did not come up for passage. At the next session of Congress the department will again request the introduction of an adequate food and drugs bill.

The measure considered at the last session contained nothing new or startling. It simply provided means to deal with needs that have become more and more evident in recent years. Officials charged with the duty of protecting the public health have time and again recommended the essential features of the measure. Like the existing Food and Drugs Act, it would have benefited all honest manufacturers as well as consumers. Nevertheless, bitter opposition developed. The opposition came not only from interests not too scrupulous of the public welfare but from reputable manufacturers, and even from some consumers, whom misrepresentation of the bill had misled.

Under the Sherley amendment to the existing Food and Drugs Act the Government has the formidable obligation of proving that the claims made in the labeling of patent medicines are both false and fraudulent. This requirement, which the proposed bill would have changed, has been one of the most serious handicaps enforcement officials have had to meet. In one case, that of a horse liniment sold as a cure for human tuberculosis, the Government spent $75,000 over a period of ten years trying to get the false claims off the label. Though the first case was tried in 1922, only in March of this year was the manufacturer at last brought to book and sentenced to


More automobile advertising appeared in The New York Times in eleven months this year and annually for nineteen years than in any other Manhattan newspaper.
New car buyers in New York City are reached in their homes at lower cost per car by The New York Times than by any other newspaper.
From Polk Consumer Census.

a fine of $2,000. Another provision exempting any food product sold under its own distinctive name from all restrictions except those relating to the addition of poisonous or deleterious ingredients had no counterpart in the new bill.

Besides cosmetics and advertising, curative devices and contrap-



© Harris & Ewing
Secretary Henry A. Wallace

tions, and products like the so-called "reducing agents," which are now immune, would have been brought under control. Provisions as to labels were considerably amplified to enjoin not only the truth but the whole truth, that the consumer might have sufficient information to protect both his health and his pocketbook. The bill also gave the Federal Government authority to set up a standard of quality and identity for all food products, and to establish safe tolerance for poisons in foods. As the light fines imposed under the present law seem to be regarded by some manufacturers as no more than license fees for carrying on an illegitimate, if profitable, business, the bill provided more drastic penalties, with injunctions against chronic offenders.

One false objection was that the bill denied the right of self-medication. Actually it would have made self-medication safer. It would have driven from the market drugs that are dangerous for the layman to prescribe for himself and would have permitted only such claims for home medicines as they could fulfil. Another groundless objection was that the proposed law would have doomed advertising by insisting on the truth. This charge involves the ridiculous assumption that American business depends on dishonesty. Still another misrepresentation was that the bill would have allowed only factual advertising. The Supreme Court has definitely recognized "trade puffing" as legitimate.

False advertising should not be continued without restraint. In proportion as buying power goes for harmful things consumers have less to spend for things that are worth while and honest advertising is less effective. Honest industry should welcome an advertising standard to which its practice may profitably conform. Advertisers can tell the truth and still do business profitably.

Opponents of the proposed food and drugs bill alleged also that it conferred czaristic power upon the Secretary of Agriculture. This allegation had mainly to do with provisions authorizing control of food and drugs traffic through licensing, where the public health could not be protected otherwise. Opponents objected likewise to a provision for the establishment of permissive supervisory inspection. Subsequently the sea-food industry requested this type of regulation for itself. It was granted through an amendment to the existing Food and Drugs Act.

### Enactment of Bill Was Prevented

Pressure of other legislative business, as well as the objection of certain interests, prevented enactment of the bill. Pending its re-introduction, the department will continue to urge the wisdom and necessity of its provisions.

Despite the shortcomings of the existing law, its enforcement wrought further improvement in our food and drug supply during the last year. Routine enforcement directed regulatory action against violations affecting the public

# DOLLARS for DIMES

**In 1933 the Telegram-Gazette published 308,438 individual Want Ads. Worcester's other paper published 30,883. This preference for Telegram-Gazette advertising is tersely explained by a local woman who writes:**

*"From my own personal experience I can truly say—if you want to rent, buy or sell anything, place an ad in the Telegram-Gazette. I have cleared many dollars for every dime spent in Telegram-Gazette Want Ads."*

"DOLLARS FOR DIMES"—Quickly—is the demand of the Want Ad user, who often phones in an ad tonight and expects to be awakened by customers the next morning. It takes tremendous coverage—keen reader interest—genuine pulling power—for any medium to stay in the good graces of these impatient folk. The Telegram-Gazette has all the factors necessary to deliver what Want Ad users demand.

*"Got about $2,000 worth of work from Want Ads costing not over $20," reports a local painter. "Sold my stove—had dozens of calls—guess I could have sold a dozen more," reports a local housewife. "Guess all the neighbors for miles around read our ad and called us up about our lost pig. One neighbor found the pig in his pasture, being mothered by a calf," reports a farmer's wife.*

**National advertisers wishing dollars-for-dimes—quickly—will find the Telegram-Gazette the only medium able to deliver such results in the rich and responsive Worcester Market (population 433,287 within an average 18-mile radius).**

TOTAL AVERAGE NET PAID DAILY CIRCULATION
MORE THAN **100,000** FOR OVER 7 YEARS

## THE TELEGRAM-GAZETTE

**Worcester, Massachusetts**

**GEORGE F. BOOTH, *Publisher***

**Paul Block and Associates, National Representatives**

New York Boston Chicago Detroit Philadelphia San Francisco Los Angeles

# DETROIT

## *America's Fourth City Has Something to Cheer About . . . . . and So Will Detroit News Advertisers*

In four successive months of 1934, Detroit's industrial employment equaled or exceeded the normal average! On December 1, 1934, it was 50 per cent higher than a year ago. Hourly wages were restored to the 1929 level! Automobile production was 2,615,000 units for the first 10 months of 1934—42% above the same period in 1933—and may reach nearly 2,750,000 units for the year 1934. There isn't a 1934 model to be had in Detroit in any of the popular makes, and the tool and the die industry, harbinger of 1935 automobile production, is far ahead of the preceding year in orders from automobile manufacturers.

Retail merchants in Detroit enjoyed increased business. Their display linage in Detroit newspapers climbed 26% above 1933 (first 10 months of each year). Classified want ads, those dependable little barometers of business, climbed 28%.

1934 was a good year for Detroit. It led the van of U. S. recovery and 1935 promises to be a better year. Your plans should include taking full advantage of Detroit's exceptionally favorable conditions.

**The Detroit News**

THE HOME NEWSPAPER

*New York* I. A. KLEIN, Inc., 50 E. 42nd St.

*Chicago* J. E. LUTZ, 180 No. Michigan

# FEELS GOOD



Put your advertising in Detroit and get the full benefit of HOME circulation through The Detroit News 76% carrier-delivered city circulation, more than 95% of which goes into single dwellings and flats with an average of 3.78 persons per family. Moreover, the better the district in Detroit, the better The News covers it. A 25,000 home survey made in the spring of 1934 proved that Detroit News circulation is concentrated most thoroughly where income is highest.

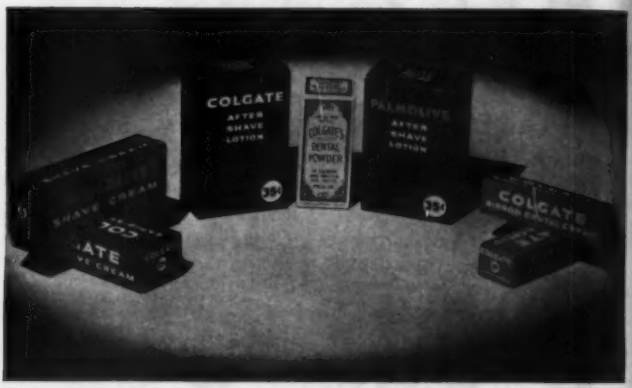
76% HOME-DELIVERED IN DETROIT

Member Metropolitan Sunday Newspapers and Major Market Newspapers, Inc.

health, violations involving filth or decomposition in foods, and violations resulting in economic fraud. In the last fiscal year the Food and Drug Administration reported more than 1,000 shipments of foods, drugs, and stock feeds to the department's solicitor, as a basis for criminal prosecutions. It caused seizure actions to be directed against 1,226 consignments of foods, 435 consignments of drugs, and twenty-four consignments of stock feeds.

✦ ✦ ✦

# Prices on Packages




TO help retailers get full prices for their merchandise and thus assure them a legitimate profit, the Colgate-Palmolive-Peet Company is now printing the price of the product on all newly designed cartons of Colgate and Palmolive products.

According to W. R. Veale, manager of the toilet article department of the company, this is another step in the company's profit stabilization plan. This plan was described in full by Mr. Veale in PRINTERS' INK, October 18, 1934.

While many companies from time to time have printed prices on packages, the practice has never been widely accepted, partly because manufacturers have felt that it offered an invitation to price cutters to make spectacular cuts. The experiment of Colgate will, therefore, be watched with unusual interest in both the drug and food industries.

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### Proposes State Advertising Fund

Legislation providing for a check-off of one-half a cent per 100 pounds of milk produced in Wisconsin to raise funds to be used in advertising the State's dairy products and expanding their market was requested by Charles L. Hill, chairman of the Wisconsin Department of Agriculture and Markets at a recent State budget hearing. The proposed plan, it is estimated, would raise $500,000 annually for advertising which would be directed principally to Eastern markets.

### Acquired by "Jewelers' Circular"

The Jewelers Publishing Corporation, New York, has purchased *The Keystone*, Philadelphia, and will consolidate it with its publication, *The Jewelers' Circular*, effective with the January, 1935, issue. B. J. Doyle, formerly of the Keystone organization, joins the Jewelers Publishing Corporation as a vice-president. P. M. Fahrendorf, of the latter company, has been made executive vice-president. The January issue will carry the title, *The Jewelers' Circular with which is merged The Keystone.*





A
National

# POWER *

that sells merchandise




the MOST USED magazine

by

Department Stores *

claimed the most successful merchandising of 1934
BETTER HOMES & GARDENS Retail Sales Program
request of America's leading department stores
ll be repeated early in 1935 . . .





Forbes & Wallace, Springfield, Mass. Marshall Field & Co., Chicago Meier &

# You can sell the nation's real BUYERS

# when you use the magazine that serves them

Never before in the history of merchandising has there been such a widely used, soundly organized tie-up between a national magazine, the retail trade, and consumers as is the *Better Homes & Gardens* retail sales plan. (Brief outline of program on fourth page of this insert.)

For example, Strouss Hirshberg Company, Youngstown, Ohio, comments: "We are agreed that *Better Homes & Gardens*' Sales Program is the best organized tie-up between a national magazine and a store that has ever come to our attention."

*Better Homes & Gardens* is the only COMPLETE exclusively HOME magazine of more than a million circulation. The fact that families subscribe to *Better Homes & Gardens* proves their first interest IS that of improving their HOMES.

Thus, *Better Homes & Gardens*' 1,400,000 circulation is a Class "A" selected market—a huge homogeneous mass of home-owning-minded families.

Lowenstein, Inc., Memphis Maison Blanche, New Orleans, La. Woodward &







Ore. Stix, Baer & Fuller, St. Louis, Mo.

tment store sales executives know *tter Homes & Gardens'* subscribers ir best customers. It is obvious, re, that *Better Homes & Gardens'* bers are *your* best customers.

how R. L. Polk ranks magazines (with a or more circulation) having subscribers e "Class 'A' Buyers":

1. National Geographic
2. Literary Digest
3. BETTER HOMES & GARDENS
4. Good Housekeeping
5. Saturday Evening Post
6. Ladies' Home Journal
7. Cosmopolitan
8. Delineator
9. Pictorial Review
10. American Magazine
11. McCall's
12. Woman's Home Companion
13. Red Book
14. Collier's
15. Liberty
16. True Story

D. C. John Breuner Co., Oakland, Calif.



## Better Homes & Gardens Used by

Marshall Field & Co., Chicago, Ill.
Gimbel's, Philadelphia, Pa.
Bon Marche, Seattle, Wash.
Stix, Baer & Fuller, St. Louis, Mo.
R. H. White Co., Boston, Mass.
Maison Blanche, New Orleans, La.
Woodward & Lothrop, Wash., D. C.
Stewart & Co., Baltimore, Md.
L. S. Donaldson Co., Minneapolis
Cain Sloan Co., Nashville, Tenn.
Davison-Paxon Co., Atlanta, Ga.
Dey Brothers & Co., Syracuse, N. Y.
J. N. Adam & Co., Buffalo, N. Y.
B. Lowenstein & Bros., Inc., Memphis
Killian Co., Cedar Rapids, Iowa
Herpolsheimer Co., Grand Rapids
Petersen-Harned-Van Maur, Davenport, Iowa
Robertson Bros., South Bend, Ind.
J. B. Wells & Son Co., Utica, N. Y.
W. M. Whitney & Co., Albany, N. Y.
H. S. Barney Co., Schenectady, N. Y.
F. N. Arbaugh Co., Lansing, Mich.
New Bedford (Mass.) Dry Goods Co.
R. A. McWhirr Co., Fall River, Mass.
R. H. White Co., Cambridge, Mass.
LaSalle & Koch Co., Toledo, Ohio
Shepard Co., Providence, R. I.
Cohen Bros., Jacksonville, Fla.
Jenss Bros., Inc., Niagara Falls, N. Y.
S. P. Dunham & Co., Trenton, N. J.
Trask, Prescott & Richardson Co., Erie, Pa.
M. O'Neil, Akron, Ohio
R & G Furniture Co., Evansville, Ind.
Younker Bros., Des Moines, Iowa
Davidson Bros., Co., Sioux City, Iowa
J. L. Brandeis & Sons, Omaha, Neb.
L. S. Ayres & Co., Indianapolis, Ind.
Stewart Dry Goods Co., Louisville, Ky.
Wm. Taylor Son & Co., Cleveland
Townsend-Wyatt & Wall Co., St. Joseph, Mo.
Gold & Co., Lincoln, Neb.
Ed. Schuster & Co. (3 stores), Milwaukee, Wis.
Denver Dry Goods Co., Denver, Colo.
Strouss Hirshberg Co., Youngstown, O.
Block & Kuhl, Peoria, Ill.
H and S Pogue Co., Cincinnati, Ohio
Forbes & Wallace, Springfield, Mass.
Burdine's, Inc., Miami, Fla.
Shriver Johnson Co., Sioux Falls, S. D.
Wise Smith & Co., Hartford, Conn.
Meier & Frank Co., Portland, Ore.
John Breuner Stores, Oakland, Sacramento and Stockton, Calif.
May Company, Los Angeles, Calif.

More than half of all U. S. department store sales are made in the immediate shopping areas of the stores used by Better Homes & Gardens.

★

# the 1935 PROVED sales plan

*Better Homes & Gardens* reaches the best buyers* of the nation. The spring issues will put families in the frame of mind to BUY household furnishings, equipment, and supplies.

Leading department stores have contracted to make special department and window displays built around the products advertised in *Better Homes & Gardens*. Upon request we will be happy to give you full details.

Here is a merchandising plan that is already organized for your immediate use, recognized and PROVED successful by the leading merchants of America.

The easiest and safest decision for you to make right now is to place *Better Homes & Gardens* as the first magazine on your schedule to carry your advertising for 1935.

* See second page of this insert

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## Better Homes & Gardens

The magazine that is MOST USED by home owners—your best custome

## 1,400,000 FAMILIES

Meredith Publishing Company
Des Moines, Iowa

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# Wins 17 Per Cent of Market

## Pork Products in Philadelphia Trading Area a Lesson in Merchandising Tie-up

By William E. Felin

President, John J. Felin & Co., Inc.

COMPETITION in the meat packers' lines is intense. Profits are small. Volume is the only salvation for the meat packer; volume and controlled loss.

Competition for the consumer's food dollar is very keen. There are approximately 498,000 stores of all kinds handling foods at retail. In 1929 the national food bill was over eleven billion dollars, or 22.6 per cent of the entire national retail expenditure. That picture has changed in sum totals, but the proportions remain relatively fixed.

In the Philadelphia-Southern New Jersey trading area served by us, there is a population of approximately two and one-quarter million. This territory accounted for almost two and one-half billion dollars of the retail sales through more than 40,000 retail stores. Holding to the same proportion as is shown in the foregoing paragraph on the national situation, it is apparent that the trading area served by our organization has a food bill of some $625,000,000.

Next in the background picture is consideration of the percentage of the food bill allotted to the purchase of meats. Authorities concede a general national average of 18 per cent, or $112,500,000 as the meat bill for the families of Philadelphia-Southern New Jersey territory.

Any organization of meat packers that could garner 17 per cent of that market must be conceded not only an excellent family of products but a thorough understanding of what it takes to secure dealer co-operation and consumer acceptance. Consequently we feel that we have done an excellent job of helping the public to enjoy good prepared meat products. And after intensive dealer cultivation, credit is given advertising for the manner in which mass acceptance has been secured.

The organization has been in business since 1887. It is administered by the same families which began it. Many of our employees, too, have seen long service. Our problem has always been to educate dealers and consumers to a use of the economical dishes—the homelier recipes that have come down from pioneer days. Such dishes include Felin's Tasty Scrapple, the largest selling breakfast dish in this market; Felin's Pure Pork Sausage; Felin's I-X-L Hams; Gold Medal Bacon and numerous bolognas, liverwursts, and cooked meats of the delicatessen variety.

### Seasonal Customs Influence Merchandising

Seasonal customs in this territory play a big part in our merchandising planning. Here as in most sections of the country the smoked ham is the holiday dish at Eastertime. Our biting climate calls for substantial breakfasts during the winter, so scrapple and pork sausage and bacon are large sellers, then. Delicatessen meats have a tremendous week-end sale the year around and enjoy their largest day-to-day demand during summertime.

How to cash in on the knowledge that has been acquired since we began, back in 1887? That is always the problem of the moment. What was learned yesterday that can be applied today? That is where advertising comes on the scene.

I presume that the company is not one of the nation's oldest advertisers. But there is none that has been more consistent. The current campaign is an example of the manner in which advertising




**Postcards, with reduced reproductions of current advertising, are mailed to dealers**

is dove-tailed with merchandising.

First, we use five media to reach the consumers in our trading area: radio time, newspaper space, point-of-sale reminders, the largest car-card showing in and around Philadelphia—using dashboards as well as inside space. All these media are merchandised to dealers and tied-in at point of purchase.

For instance, when an advertisement runs (and they are scheduled for the entire list at least once weekly) the dealer handling our line is notified via a postcard which contains a reduced reproduction of the current advertisement. Then, to remind the consumer at the counter, at the moment she is ready to make up her mind as to the purchase for the next meal or two, there is the same advertisement in the dealer's window or back of his counter—or both; this time a blow-up enlargement.

Beyond this, we furnish dealers with several types of window and counter displays; streamers, cards, banners, personalized letters to their customer lists on their own stationery—the promotional materials that we have found, by actual use, are desired and productive. This season, as in previous times, we have reproduced the advertisements in color; a cartoon strip of a size that serves as a sort of valance for the top of the dealer's window.

In addition, we have gone into amateur ad-writing contests and found that the consuming public is a fertile source of copy ideas. Another productive effort has been in connection with cooking school classes. I refer to the type of commercial promotion which is run by accredited service organizations which take one's products and stage actual cooking demonstrations before groups of housewives and the girls of high-school age who are a large factor in purchase. The promotion of this medium consists of newspaper announcements and the institutional message in the cookbook furnished each woman attending the class with tie-ups in the neighborhood stores.

Our radio program is a series of food talks, given once weekly. On this program we offer recipe books, etc., and feel that the response justifies the consistent schedule which we employ.

Of course, each one of these efforts is merchandised to our men in periodic sales meetings. They and our sales executives as well, are constantly in the field, re-emphasizing the dealer need for continuing the tie-in to secure maximum sales volume.

In our organization, the problem of distribution is a paramount consideration. Our motor trucks num-

ber ninety-five; the job of every driver-salesman is to call on each dealer on his route once each day. This gives the salesman a familiarity with the account he could gain in no other way. Many of our men are known to their customers by their first names. And so fine an appreciation for our merchandising tactics has been built that these men are frequently called in to counsel dealers on problems of an allied promotional nature. They are trained to be more than order-takers; they are real service-men.

Of course, there is an occasional tough question that must be left unanswered until our man can get to headquarters and obtain the benefit of the wider experience of the sales promotion department. But that occurs infrequently, now, since part of each meeting lays stress on dealer-service with an eye to getting the good-will of the man behind the "block" who can make or break a brand. Our men aim to get the run of the store.

Felin merchandising policies are simply the application of common sense to the problems in hand. We have few inflexible rules, and none of them applies to merchandising. Our thought is to keep each product at the highest quality level, to build a sound field sales organization and to add only such dealers as can give us real merchandising support. The "incidentals," I have found, are usually worked out along the fundamental lines.

In this business or any other there are but five considerations: quality of product; quality of manpower; quality of dealers; quality of service; quality of consumer messages.

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### Organizing New Club of Chicago Agents

A club of Chicago advertising agents is in process of organization, following a meeting last week at which preliminary plans were charted and temporary officers elected. The new group will be affiliated with the Chicago Federated Advertising Club.

Charles T. Beall, secretary-treasurer of the Brandt Advertising Company, was elected president. Other temporary officers are: vice-president, W. B. Ricketts, vice-president of the Buchen Company; secretary-treasurer, Charles A. Reincke, secretary of Reincke-Ellis-Younggreen & Finn.

H. R. Fan Gunten, of Lord & Thomas, and W. Frank McClure, vice-president of Carroll Dean Murphy, will serve on the directorate.

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### Ethridge with "Times-Dispatch"

Mark Ethridge has resigned as assistant general manager of the Washington, D. C., *Post*, and has become general manager of the Richmond, Va., *Times-Dispatch*. Before going to Washington, one year ago, he had been managing editor and associate editor of the Macon, Ga., *Telegraph* and had been on the staff of the New York *Sun*.

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### McMurtrie, Vice-President, ABS

Burt McMurtrie has been appointed vice-president of the American Broadcasting System, New York, in charge of operations. He has been with American Broadcasting since August. Previously he was with the Columbia Broadcasting System as commercial program director, a post he held for four years.

### Buys Interest in Klau-Van Pietersom-Dunlap

Harry B. Hall has purchased an interest in the advertising agency of Klau-Van Pietersom-Dunlap Associates, Inc., Milwaukee, and will become actively associated with the agency as a partner on January 1. He has been an executive of The American Appraisal Company for the last eighteen years and it is understood that he will retain his interest in that company and will devote a portion of his activities to that organization. Mr. Hall is also president of Lohagen Block, Inc., and secretary of Milwaukee Terminals, Inc. In addition to W. F. Dunlap, president, and Mr. Hall, other owners of the agency are Anthony Van Pietersom, treasurer; Frank V. Birch, executive vice-president; and Lee I. Archer, secretary.

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### Death of Raymond M. Havens

Raymond M. Havens, of Kansas City, prominent in advertising, Masonic and Rotarian circles, died last week. He was president of the Joseph D. Havens Printing Company, president of the Havens Structural Steel Company, president of the Kansas City Graphic Arts Association and vice-president of the United Typothetae of America.

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### Starts Photographic Service

Doolittle & Company, Inc., Chicago, advertising and promotion, has organized a commercial photographic service. Edgar L. Bloomster, recently appointed art director of the company, will have general supervision over photographic work as well as continuing his other duties in the art department.



# General Foods' Puppet Show

AT food shows, conventions and other gatherings, General Foods is putting on a puppet show with marionette figures portraying many of its nationally advertised products.

The illustration above shows Log Cabin Syrup, Calumet Baking Powder and Maxwell House Coffee at the end of a stormy drama in which a peppy poodle has been dissuaded from taking a bite out of the lady in stripes when Log Cabin Syrup appears with some griddle cakes.

Other characterizations in the show include Captain Henry, of the Show Boat hour, Post Toasties, dressed as Mickey Mouse, to tie-in with the package cutouts, and "General Foods," himself, rigged up as a Continental officer.

At the recent national hotel exposition at New York these puppets went on for twenty-four shows a day of twenty minutes each. The puppets were designed by Miss Sue Hastings, commercial puppeteer.

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### Ethridge Names Lohse

The Ethridge Company, New York, commercial artists, has appointed W. R. Lohse to have complete charge of production, in connection with his other work. Miss Dorothy Revere has also joined the staff in charge of copy and creative work. Miss Revere, for the last several years, has been free lancing.

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### Hackett Made L. & T. Director

Montague H. Hackett, for some time past vice-president of Lord & Thomas, Inc., has been elected a director of that agency.

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### Joins McKee & Albright

W. H. Grant has resigned as manager of the Philadelphia office of Outdoor Advertising, Inc., to join McKee & Albright, Inc., Philadelphia agency.

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### "Breeder's Gazette" Appoints

*Breeder's Gazette*, Spencer, Ind., has appointed the J. C. Billingslea Company, Chicago, as its advertising representative.

### Picard Adds Elliott

William H. Elliott has joined Picard Advertising, Inc., New York, as vice-president in charge of marketing. For the last twelve years he has been with Unz & Company and with William Green, a corporation, in charge of marketing and direct advertising service.

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### Joins Continental

The Larchar-Horton Company, Providence, R. I., advertising agency, has become a member of the Continental Agency Network and will represent the group in that city.

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### Kiwanians Elect Ober

Oliver V. Ober, vice-president of the United Advertising Corporation and in charge of that company's New England division, has been made president of the Kiwanis Club of New Haven, Conn.

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### Has Publication Account

The Ralph H. Jones Company, New York, is handling the advertising of *Country Home*, New York.

# In BALTIMORE--

## BANK CHECK FLOW SHOWS RISE HERE

---THE SUN
Dec. 1, 1934

### Debits To Individual Accounts Heaviest In November Since 1931

### TRADE GAIN MEASURED

### Clearings Increase 30 Per Cent. For Eleven Months To $2,497,234,321

By J. S. ARMSTRONG

Demonstrating an increased velocity of bank deposits in Baltimore during November was an increase in check transactions, or debits to individual accounts, to the largest total since 1931 According to the local clearing-house report, these transactions reached $240,743,516 during the four weeks ended November 29 and were 22.9 per cent. greater than in the equivalent period a year ago, when the aggregate was $195,875,512. For the 1932 period the total was $222,280,729 and for November, 1931, $291,153,589.

**Regarded Best Barometer**

Bankers regard check transactions a more important yardstick of general business activity than clearings, which represent exchanges between the banks and have been effected by the diminished number of operating banks. The check figures were believed to reflect an increased outlay on pay rolls.

The report on bank clearings showed the city produced a total of $2,497,234,321 for the eleven months ended yesterday. This was an increase of $554,897,964, or approximately 30 per cent. over the comparative period last year, when the aggregate was $1,852,336,356.

Clearings for the 1932 period were $2,673,058,208.

**THE SUNPAPERS in November:**

**Daily (M & E) 281,563**

**A Gain of 11,021 Over Nov., 1933**

# *It Takes More Than* BI

THE BIG NAMES in boldface which adorn the front covers of the big national magazines are important in the publishing picture. They are big because they are good; they are featured on covers because readers know them, like them, and pay to read them.

*This Week,* too, will have its Big Names on the covers: P. G. Wodehouse, Fannie Hurst, Rupert Hughes, Robert Hichens, Octavus Roy Cohen, Dorothy Sayers, G. B. Stern, Sinclair Lewis, E. Phillips Oppenheim, Irvin Cobb, and many others—names that mean universal reader interest.

But it takes more than Big Names to make a magazine. It takes intelligent editing. For only when Big Names are made part of a definite editorial plan do they become more than type on a cover.

The Big Name stories and articles in *This Week* will be specially written to fit the broad proportions of its great circulation. The illustrators will take full advantage of the superior reproduction possibilities of colorgravure. The diversity of features will compel the interest of every member of the four million families.

The editor of *This Week,* Mrs. William Brown Meloney, has a rich background in metropolitan newspaper and mass magazine publishing. She has a wide friendship among those writers and

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| BIRMINGHAM NEWS | CLEVELAND PLAIN DEALER |
| BOSTON HERALD | DALLAS NEWS |
| BUFFALO TIMES | DETROIT NEWS |

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*This Week* A p sales

# BIG NAMES To Make a MAGAZINE

illustrators whose reputations create readership. She knows how to get what readers want.

More important than even the biggest name, is the well-tested publishing philosophy behind *This Week.* It is based on the combined experience of the twenty-one great newspaper publishers who sponsor it.

Yes, it takes more than Big Names to make a magazine—and *This Week* has what it takes.

**UNITED NEWSPAPERS *Magazine Corporation***

420 LEXINGTON AVE., NEW YORK — 360 N. MICHIGAN AVE., CHICAGO
GENERAL MOTORS BLDG., DETROIT — 111 SUTTER ST., SAN FRANCISCO
LINCOLN BUILDING, LOS ANGELES

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**Behind the Big Names:** A sound publishing program . . . Over 4,000,000 circulation concentrated in America's "A" Market . . . Hits hard in the 21 major sales centers east of the Rockies . . . The new colorgravure magazine distributed with Sunday editions (Saturday in Chicago) . . . Pre-Tested advertising value . . . ***First Issue: February 24, 1935***

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**ASES:**

DIANAPOLIS STAR
MPHIS COMMERCIAL APPEAL
WAUKEE JOURNAL
NEAPOLIS JOURNAL
ORLEANS ITEM-TRIBUNE
NEW YORK HERALD TRIBUNE
OMAHA WORLD-HERALD
PHILADELPHIA RECORD
PITTSBURGH PRESS
ST. LOUIS GLOBE-DEMOCRAT
WASHINGTON STAR

*A p sales force in America's "A" Market*

# NET PAID AVERAGE CIRCULATION

For the Three Months' Period
Ending October 31, 1934, was

**230,727** Weekdays

**240,568** Sundays

an **INCREASE** of

**38,210** or **19.8%** Weekdays

**53,184** or **28.3%** Sundays

over the corresponding period
of 1933.

**The Detroit Free Press**

1831—ON GUARD FOR MORE THAN A CENTURY—1934

*VERREE & CONKLIN, Inc., National Representatives*

# Old Wine in New Bottles

## New-Line Packages Give Old-Line Food Products New Personality, and Sales Move Faster

### By John Winters Fleming

A NEW package placed around an old product invests the old product with a new personality. A new personality merits personal merchandising, very personal merchandising, literally a personal introduction to the public. This has been the policy preached and the practice followed by Larkin Co Inc., Buffalo, N. Y., in placing new-line packages around fifteen classes of old-line food products in the last three years.

Is the practice sound, practical, profitable? P. G. Harlow, manager of the Larkin Pure Food and the Larkin Chain Store manufacturing departments, answers:

"In each and every single instance, the new package increased the sale of the old food product. The sales increase has never been less than 10 per cent. In one outstanding instance the increase was 700 per cent—yes, *700 per cent!*

"We are certain that it was the new package, promoted of course by highly personal merchandising, that accomplished these increases. Here is why we are so sure: the same product at the same price always shows a very real sales increase when it appears in a new package."

Larkin Co Inc., markets its food products through three outlets: by mail order, through its own grocery chain, and by "wagon men" operating in certain key cities where the firm maintains warehouses but no stores. Through each outlet the new package is presented to the public personally. Each new package is introduced personally to the public—by a Larkin Club secretary, by a Larkin chain grocer, or by a Larkin "wagon man."

The month a new food package goes out in the mail order, a photograph of it, along with a description that details its attractions and advantages, appears in two company publications: "The Pantry Bulletin," a monthly sent to 15,000 Larkin Club secretaries the nation over; and "The Larkin Idea," another monthly, that goes to both secretaries and to Larkin Club members.

Thus in advance of its appearance in the mail order, the way is paved for the new package. But this does not eliminate the personal introduction. To customers and prospective customers, each Larkin Club secretary introduces the new package, stating its allure and utility.

#### Prominent Display for New Container

In each Larkin grocery, the new container is, first of all, most prominently and most strategically displayed: on counters that flank the cash register where all who buy must pay. Second, the cashier is instructed to call specific attention to the new container—but not to the new container as such. The approach is: "Have you ever tried our chocolate pudding preparation?" This focuses the customer's eyes, physical and mental, on the new container.

The "wagon men," canvassing their house-to-house routes in Larkin trucks, always display in the most prominent position in their baskets, the new container. Always they call attention to the new container. And always, always, always they stress the fact that the product is identically as of old —the same quantity, quality, price.

Never does a price change accompany a package change. To raise the selling price is to stir the fear that the new container increased the cost. To lower it is to suggest that in some manner the product has been cheapened.

In Larkin groceries the advent

of a new container calls for a special sale in its honor. But the price stays the same.

There is never any "special introductory offer." Never a "get-acquainted" price cut. Larkin Co Inc., maintains that there is no necessity for price-cutting on proprietary products. There is no vital competition. Regular Larkin customers stay regular. New customers are always attracted by a new package.

Never does one see an old and a new Larkin food package standing together. When a new container is marketed, all the old packages are called in from stores, warehouses, "wagon men," and club secretaries. Even in the face of temporary loss, inevitable when the old containers are called in, the company believes in getting the new package before the public—and the old one out of circulation—as quickly as possible.

So strongly does Larkin believe in the personal introduction of the new package, that even in its newspaper advertising the new container is not mentioned. Just the product and price. The only exceptions to this policy are in the aforementioned monthly publications and in the mail-order catalog gotten out twice a year.

Behind this personal merchandising of a new package, there stands solidly a sane and sound psychology.

Says Mr. Harlow: "Just the showing of a new package, just the mere sight of it, minus any and all mention of it, increases sales and brings new customers.

"Add to the appearance of the new container, the personal manner in which it is introduced, and we find the customer actually gratified and flattered. He senses that the new package was conceived and created to please his aesthetic nature and, in the case of utilitarian changes, to ease his use of the product. These things he senses, not so much because of the new container, but more because of our introducing it to him—personally. It's as if it was all done for his own individual unique self. He likes it.

"Also we have found that a new package, in addition to always attracting new customers, likewise lures to the product old customers of ours who for some reason or none at all, never bought this particular product. A new container invariably stimulates new interest in the product no matter how old or humble the product may be.

"Take an instance of our own with such a lowly, drab and drear product as dried legumes. (Pea




Some of the Larkin products—before and after the packages were changed

beans and marrow beans, green split peas and yellow split peas, pearl tapioca and granulated tapioca, green Alaska peas, lima beans, and rice.) Formerly in our stores we sold these in bulk only. Now we retail them in two-color cartons with Cellophane windows that give a view of the product. Our sales are up 15 per cent.

"Similarly, five different teas, formerly sold in plain paper bags, today are sold in four-color cartons brilliantly colored to portray the setting sun (and suggest the tiffin hour), now named Sundown teas—and now selling more than 1,500,000 pounds a year, a sales increase of 50 per cent. These two instances alone show why we feel the day of bulk retailing is done. Today, other factors being equal, the package sells the product."

### Reasons for the Packaging Changes

Which brings us to the packaging changes proper. Each and every Larkin food package change was prompted by one or more of the following reasons:

To package what was formerly sold only in bulk—as the two foregoing examples.

To enliven and modernize by color and line those packages that were dull and old-fangled.

To make more shapely and graceful those old tall top-heavy jars—thus to make them easier to display in stores and nicer to view on tables at home.

To denote clearly, cleanly, the product by picturing it on the package—or to connote the product by picturing its uses on the package—or both.

To make easier to use or to give the container a utilitarian value of its own or a re-use value.

Instances? Larkin Co Inc., imported spices, a ten-package family (cloves, cinnamon, black pepper, white pepper, ground nutmegs, whole nutmegs, ginger, mustard, celery salt and all-spice), formerly sold through mail order in plain printed colorless cartons: now sold in two-color cartons, cartons that carry a design of the spice, cartons colored the color of the spice, cartons that increased mail-order spice sales by 15 per cent.

For retailing in Larkin stores, the same imported spice family went colorfully utilitarian: now sold in black, cream and orange lithographed and designed sifter tins. Also now sold in 25 per cent greater volume.

Two ungainly, top-heavy, tall, old shelf-mates, jars of peanut butter and prepared mustard, narrow-based and anchor-capped, today appear in shorter, broader, more firmly based jars with screw caps. The new diced glass peanut butter jar is equipped with a shoulder to give it re-use value as a canning or preserving jar. Sales up 25 per cent.

Of the new six-paneled glass mustard jar, the catalog says: "This jar can be set right on the table with perfect good taste. It saves the time and trouble of transferring the contents to a mustard jar for table use." The catalog neglected to add that this new jar upped mustard sales 500 per cent.

Three years ago it all started. Manager Harlow started it with an experiment on the old plain printed carton of Larkin pie filling preparations—cream, lemon, chocolate. Three-color cartons, picturing in true hues pieces of pie, appeared. Sales upped 25 per cent.

Larkin had sold more than twenty million plain colorless unadorned cartons of pudding preparations, vanilla and chocolate. Four-color cartons, dramatizing the product by means of realistic designs of pudding dishes, increased sales 15 per cent. Now they're selling better than one million packages a year.

### Another Change Increases Sales 50 Per Cent

Three jell gelatin dessert preparations—lemon, raspberry, strawberry—came out in new two-color cartons whose designs connoted the use of the product. Sales upped 50 per cent. Now selling more than a million a year. And the way was paved for four new jell gelatin flavors.

Steaming cups of cocoa, a pot of hot chocolate, steaming casseroles

of macaroni and spaghetti, a miniature mountain of baking soda, all in natural color, all in new two-color cartons, each dramatizing the product inside the package: replaced dull old colorless undesigned cartons and stepped sales up 10 to 25 per cent. Also added new and allied food products.

Most spectacular new container? Larkin's Old Southern Coffee. Formerly packed in plain tin can, with printed label and slip cover, under the unromantic name of Larkin Blend Coffee, this fancy brand now appears in a seven-color lithographed tin with lacquered top of the screw-lock type. Now its highly romantic with its Southern belle quaffing coffee. (Somehow or other, you know, one associates coffee with the Old South). Results? Won a national packaging contest first prize. Even more important, accelerated sales 700 per cent—yes, *700 per cent!*

Of this success, Manager Harlow says: "With the encouragement given us by public reception of our fancy brand coffee in its new container, we have since put out two more fancy brands of coffee, which were formerly sold in bulk only.

"Today these two coffees in tins have created a consumer demand we never even dreamed of when we sold them in bulk."

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### Heads New England Newspaper Group

J. Maxim Ryder, of the New Bedford, Mass., *Standard-Times* and *Mercury*, was elected president of the New England Advertising Executives' Association at a recent re-organization meeting. Other officers elected were: vice-president, Frank S. Hoy, Lewiston, Me., *Sun-Journal;* secretary-treasurer, B. W. Hudson, Woonsocket, R. I., *Call.* Directors elected were: David R. Daniels, Hartford, Conn., *Times;* Neil Dekker, Manchester, N. H., *Union-Leader;* John B. Quinn, Lynn, Mass., *Item* and Donald W. Davis, Springfield Newspapers. The next meeting will be held in February.

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### Adds Gene Brazeau to Staff

Gene Brazeau has joined the staff of Edward A. Powers Associates, New York agency, as radio director. He formerly was with the National Broadcasting Company and the Federal Broadcasting Corporation.

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### Boykin with Marschalk & Pratt

Edwin C. Boykin has joined Marschalk and Pratt, Inc., New York agency. He was formerly vice-president of the Frank Presbrey Company and, more recently has been with N. W. Ayer & Son, Inc.

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### Indianapolis Agency Elects

William F. Kegley and Storey M. Larkin have been appointed vice-presidents of Sidener Van Riper & Keeling, Indianapolis advertising agency. Both men have been associated with the agency for a number of years.

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### Death of H. J. Carr

Homer J. Carr, who founded the Gary, Ind., *Tribune*, died at Hollywood, Calif., last week, aged seventy-six.

### Armour Names Shoemaker General Sales Manager

W. W. Shoemaker, vice-president of Armour & Company, Chicago, has been appointed general sales manager, with jurisdiction over domestic and foreign sales, general sales policies and advertising. For the last twelve years Mr. Shoemaker, who has been associated with Armour since 1900, has been in charge of foreign operations. I. M. Hoagland, vice-president, will continue in charge of branch house and car route operations and other domestic sales outlets.

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### "Outdoors" Appoints

*Outdoors*, Chicago, has opened an Eastern office at Boston, located at 101 Milk Street. Roy C. Blackburn, advertising manager, will operate from that office for the time being.

This publication has also appointed Duncan A. Scott & Company, San Francisco, as Pacific Coast representatives.

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### Has Distiller's Account

The C. W. Van De Mark Advertising Agency, Cincinnati, is handling the advertising of the Paragon Distilling Company, of that city. A schedule on "Old Southerner" whiskey and "Old Londoner" gin is running in a list of Southern and Western newspapers.

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### Lloyd L. Hamilton Advanced

Lloyd L. Hamilton has been advanced to the position of advertising manager of the Pacific Coast edition of *The Wall Street Journal*, succeeding R. Gordon Murray, resigned.

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### Starts Radio Department

Sternfield-Godley, Inc., New York agency, has organized a radio department which will be in charge of Roy Spector.

THE circulation of the Washington (D C.) Star has the two essential factors of utmost consideration to advertisers:

## QUANTITY

The Star's circulation is a record of continuous growth—growing as Washington grows—for no matter how many other newspapers may be read, few are the homes in which The Star—Evening and Sunday—is not to be found regularly—and read with that interest born of absolute confidence in what it prints.

## QUALITY

By the overwhelming volume of advertising—both local and national—which The Star carries every day, often exceeding the combined lineage of the four other Washington Newspapers—The Star, Evening and Sunday, is eagerly sought as the acknowledged buying guide.

The Star—Evening and Sunday—is all-sufficient in this populous and prosperous market, and you certainly should include this QUANTITY and QUALITY circulation in your advertising plans for 1935.

**An Associated Press Newspaper**
**Member Metropolitan Sunday Newspapers**
**Member Major Market Newspapers**

**New York Office**
**DAN A. CARROLL**
**110 E. 42nd St.**

**Chicago Office**
**J. E. Lutz**
**Lake Michigan Bldg.**






# Speaking of Homes

(Everybody is)

Home improvements, home repairs, home loans, new home construction, home modernizing, home ownership: People are talking about *Homes* these days. Many plans are being made to sell something to the *man with a home.*

The first step is to find the homes. Old market maps are useless. Figures on population and families reveal little. The question is . . . Where are the families who live in individual homes?

The U. S. Census gives the answer. Philadelphia has more single-family dwellings than any other city in America! More than New York and Buffalo combined. More than Detroit and Cleveland added together. More than the combined total of Chicago and St. Louis.

Ninety-one per cent. of all dwellings in Philadelphia are single-family homes . . . because Philadelphians are a *home people.* They want the comfort, the convenience and privacy of an individual home.

THE PHILADELPHIA

For this reason, Philadelphia is not only the greatest Market of Homes, but also the market most favorably disposed towards home improvements and repairs.

Philadelphia offers another great advantage: One newspaper goes into nearly every home—and its advertising cost is one of the lowest among all newspapers, anywhere.

The circulation of The Philadelphia Bulletin is 510,003 daily. (Average for first nine months of 1934). It is all net paid. All the result of reading interest, obtained without prize or contest. Two and one-half times the circulation of any other Philadelphia evening newspaper and more than all daily morning newspapers combined.

If you have a *home product* to sell, bring it to Philadelphia—where there are more homes and where one newspaper gives thorough coverage at one of the lowest costs in America.

Copyright, 1934, Bulletin Company, City Hall Square, Philadelphia. Robert McLean, President. Wm. L. McLean, Jr., Vice Pres. and Treas. Sales Offices: New York, Chicago, Detroit, Boston, San Francisco.

**Home is where the needs are!**

U. S. Census figures on single-family homes show the overwhelming leadership of Philadelphia

| | *Single-family dwellings* |
|---|---|
| Philadelphia | 364,457 |
| New York and Boston combined | 338,152 |
| Detroit and Cleveland combined | 310,665 |
| Chicago and St. Louis combined | 300,095 |

EVENING BULLETIN

# Advertising-Aids

## How a Well-Rounded Plan to Help Dealers to Advertise Can Be "Sold" and Kept "Sold," Inexpensively

### By E. E. Irwin

IN the spring of 1932, approximately 6 per cent of the dealers of the Star-Peerless Wall Paper Mills—dealers situated in 261 cities in twenty-eight States, advertised Mayflower papers, the company's nationally advertised line, in 276 newspapers.

In the spring of 1934, approximately 15 per cent of the company's dealers, situated in 534 cities in forty States, used newspapers to the number of 538.

For the rise in local linage, a part of the credit belongs, of course, to the general re-awakening of business confidence and to the public's re-awakened interest in modernizing. But more directly and more definitely, credit must be attributed to a broad-scale merchandising plan that the company launched in 1931.

One of the major purposes of that plan is to persuade the dealers to advertise locally. The plan provides mechanism by which the dealers are helped to advertise. And its efficacy is attested by this: that in two years the dealers nearly doubled their newspaper effort—despite the fact that the company charges them for mats and electros and pays no part of the cost.

From headquarters, the advertising urge goes out to the dealers through two channels—through the columns of the "Wall Paper Merchandiser," a house publication that goes to approximately 15,800 wall-paper merchants, and through the direct-contact persuasion of the salesmen.

The "Merchandiser" is specific. Of course, it recognizes that no merchant may depend upon advertising alone; but it does bear down heavily on the potency of the printed word, whether the word appear in newspaper space or in direct-mail literature.

Thus, a typical full-page story reads, in part, like this:

"One of the evidences that advertising brings results is to be found in the campaign carried out by Luckey, Platt & Co., of Poughkeepsie, N. Y., with advertising over the store's signature. To show the surprising results, several of the advertisements in the series are reprinted here, together with carefully checked sales results. Just to prove that advertising pays!

"But canny merchandising marks the entire campaign of Luckey, Platt & Co. They have built the 'Little White House'—a six-room bungalow permanently placed in the furniture section. It is refurnished each month and several times each year the entire decorative scheme is changed. . . .

"'This model home,' Mr. Otto Deising, manager of the wall-paper department says, 'is unequaled as a display place for wall papers. It gives the customer a definite idea of just how the paper will look on her walls in a decorated room. . . .

"Which pretty well bears out the point we have been making—that it will pay you to display Mayflower Wall Papers where your customers can see them! And to use the advertisements already prepared for you!"

The confirming exhibits are reproductions of actual advertisements. Under each reproduction is a caption; and the captions read as follows: "Ad. run on May 24 brought 132 Mayflower Wall Paper Sales"—"Ad. run Oct. 4-5 brought 133 sales"—"Ad. run March 21-22 brought 167 sales"—"Ad. run June 7-8 brought 173 sales"—"Ad. run Oct. 17 brought 294 sales"—"Ad.

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EDITOR'S NOTE: This article, devoted to method, is the second in a series on helping the dealer to advertise. The third will discuss material.

run Nov. 10 brought 388 sales."

Not neglecting the company's national advertising, not forgetting to remind the dealers that the national effort creates a background demand, issue after issue of the "Merchandiser" devotes at least a page to the gospel of local advertising—new reasons for using local space and new material.

The material is fresh and timely. In April, the "Merchandiser" devoted a page to dealer advertising that would tie into a national, better-homes contest. Many of the prepared advertisements have linked with the Century of Progress Exposition.

Nor has headquarters overlooked the usefulness of the newspapers' classified pages. The "Merchandiser" suggests: "Write your own classified ads—or use these! They help sales."

A typical suggested advertisement reads thus:

"WORLD'S FAIR WALL PAPER PATTERNS are on view now at our store, the same patterns as were used in the model homes exhibit at the Century of Progress. We will show samples in your home. All patterns are Mayflower Wall Paper, nationally advertised. Call (your phone number and your name)."

Many of the dealers ask for help on special campaigns, newspaper layouts, radio scripts. With a dealer in Rock Island—and the "Merchandiser" spreads the news to all dealers—headquarters cooperated in the preparation of a special campaign that brought in 1,908 prospects in a single day.

The "Merchandiser" is a medium of propaganda, also, for display material to be used within the store, for such sales-aids as portfolios of wall-paper samples to be carried by the dealers and their salesmen on outside calls, and for direct mail.

"Our fiscal year ends June 30," explains Brooks Smeeton, manager of the sales promotion department. "Orders for a new line are taken between July and December, most of them for spring shipment.

"During the spring and fall decorating seasons we circularize the paperhanger customers of our jobbers."

And here enters the "missionary"




The "Merchandiser" devotes generous space to "selling" the dealer local advertising. On the left, a description of a direct-mail piece; on the right, suggested newspaper copy tied to a better-homes contest

# Beg Your Pardon

THE DES MOINES Register and Tribune, in this instance, departs from a policy of not using advertising linage as a copy theme for trade paper advertising, but . . .

For the first 10 months of 1934 The Des Moines Register and Tribune ranked exceptionally high among newspapers which are generally regarded as leaders in America in automotive advertising linage. (See opposite page.) Two reasons lie behind this high position:

(1) New car sales in Iowa during the first nine months of 1934 increased 45 per cent over the same period in 1933 as compared with a 29 per cent increase in the nation as a whole.

(2) Des Moines Register and Tribune readers are Iowa's best automobile buyers. 61 per cent of the Iowans who bought new cars in the first half of this year read The Des Moines Register and Tribune daily—74 per cent read The Des Moines Sunday Register.*

Automotive advertisers, and other wise advertisers too, know that the one certain way of reaching Iowa's rich purchasing power is through the quarter million daily or Sunday circulation of The Des Moines Register and Tribune among Iowa's most able purchasers.

*From a Detroit-mailed questionnaire sent to the 20,105 Iowans who bought new cars in the first half of 1934. Replies totaled 26 per cent . . . a more than ample cross section.

**DES MOINES REGISTER AND TRIBUNE**

261,076 Daily A. B. C. 252,092 Sunday

The Des Moines Register and Tribune ranked ahead of the following newspapers in automotive advertising linage for the first 10 months of 1934:*

| MORNING | EVENING | SUNDAY |
|---|---|---|
| Detroit Free Press | Chicago Daily News | † Seattle Post-Intelligencer |
| New York Times | Chicago American | New York Times |
| Boston Herald | Columbus Dispatch | Dallas News |
| Los Angeles Times | Pittsburgh Press | Houston Chronicle |
| Chicago Tribune | Omaha World-Herald | Baltimore Sun |
| Boston Globe | Milwaukee Journal | New York Herald Tribune |
| Los Angeles Examiner | Dayton News | Omaha World-Herald |
| Dallas News | St. Louis Post-Dispatch | Pittsburgh Press |
| New York Herald Tribune | Houston Chronicle | Memphis Commercial-Appeal |
| Boston Post | Detroit Times | Birmingham News, Age-Herald |
| Cleveland Plain Dealer | San Francisco Call-Bulletin | Atlanta Journal |
| Philadelphia Inquirer | Boston Traveler | Denver Post |

*Ten months Media Records Report.

†Excludes automotive linage in American Weekly.

## VIDENCE OF IOWA'S BUYING POWER

### EC. REFRIGERATOR LES PER CENT OF INCREASE

Nine Months, 1934

VS.

Nine Months, 1933

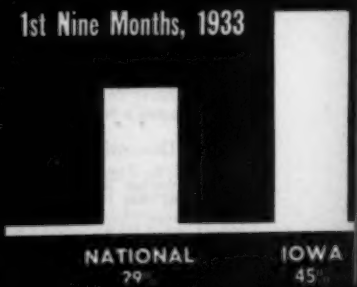



### AUTOMOBILE SALES PER CENT OF INCREASE

1st Nine Months, 1934

VS.

1st Nine Months, 1933



work of the salesmen, who follow-up the February and April issues of the "Merchandiser." They carry portfolios of actual samples of the promotional material—prepared advertisements for the newspapers, suggested window displays, presentations of national advertising, direct-mail pieces, booklets, postcards and so on.

Page by page, the salesman explains—and sells, in this instance, not wall paper, but printed words about wall paper. And truly, this is a selling job; for, with the exception of window-display material, nothing that the salesman is offering is free.

And the dealers buy.

Thus, thanks to careful planning and careful attention to detail, a company that was one of the first in its line to trade-mark its product, advertise it nationally, and sell it by name, has been enabled to intensify, inexpensively, its whole sales-and-advertising program.

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### Campaign for Porcelain Enamel

Results of a test advertising campaign, H. D. Chase, Chicago Vitreous Enamel Product Company, recently told the second quarterly meeting of the educational bureau of the Porcelain Enamel Institute, have been so gratifying that the program for the coming year will include business-paper and direct-mail advertising, and the distribution of data procured by the technical and market research sections of the Institute to all of the major fields through which porcelain enameled products are now marketed. Further advertising plans, it was stated, will depend on the results of this coming advertising.

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### Death of Irving M. Dewey

Irving M. Dewey, veteran advertising man who retired from active work, died recently at Bayside, N. Y. He started with H. P. Hubbard, of New Haven, as a space buyer in 1882, later was associated with the J. H. Bates Advertising Agency and, when he retired, was with the Morse International. Among the accounts with which he was prominently identified during his career, were Beecham's, Rumford Chemical and Cuticura.

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### Heads Detroit Underwood Staff

The Detroit studios of Underwood & Underwood are now under the management of Paul Youngman, formerly representing Underwood in New England. He takes the place of L. M. Thompson who has been transferred to the Underwood New York studios.

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### E. K. Gross Joins Potter

Edwin K. Gross, who formerly conducted his own advertising business in Buffalo, N. Y., has joined the advertising and sales staff of The Potter Company, of that city, manufacturer of refrigerators.

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### Huntsman Discontinues

The R. F. R. Huntsman Corporation, New York, foreign language newspaper representation, has discontinued business.

### Kelvinator Names Garceau

John S. Garceau has been appointed advertising and sales promotion manager of the air conditioning division of the Kelvinator Corporation, Detroit. He has been with Kelvinator since 1927, the last three years as domestic advertising and sales promotion manager. Kelvinator's advertising program on air conditioning, it is announced, will be greatly accelerated in 1935. Most of the early promotion will be directed to restaurants, hotels, stores and similar business places with the residential market receiving attention as soon as distribution facilities make it advisable.

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### Plan Typography Education

An educational program to interpret to the public the nature and uses of advertising typography is being planned by the Advertising Typographers of America. The committee appointed to formulate plans for this project consist of: F. H. Bartz, Harry Baird Corporation, Chicago; James Clarke, Wood-Clarke Press, Boston; Edwin Gillespie, Bertsch & Cooper, Chicago; Herbert Knight, J. M. Bundscho, Inc., Chicago; and Kurt Volk, Kurt Volk, Inc., New York.

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### Rejoins "Popular Mechanics"

F. W. Johnson has been appointed manager of the classified advertising department of *Popular Mechanics Magazine*, Chicago. He held this position for twelve years up to 1922 and then entered the mail-order field.

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### Has Air Conditioner Account

Neo-Aire, Inc., New York, distributor Neo-Aire, a portable home air conditioner, has appointed Badger and Browning & Hersey, Inc., New York agency, to handle its account.

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### Appointed by "Metal Progress"

Frank J. Enright has been appointed advertising manager of *Metal Progress*, Cleveland. He has been with the publication for five years, most recently as Western advertising counselor.

# I See Where . . .

THERE are now thirty Governmental agencies making the ten billions of Federal loans, according to *United States News*. . . . Edward Fitzgerald of Brewers Code Authority said at recent hearing on advertising liquor regulations that brewers want their own advertising regulations and object to the disparaging of beer by soft drink makers. . . . Day of the 2-cent daily newspapers in Canada appears doomed, according to president of Canadian Daily Newspapers Association. . . . Illinois has decided to continue its two cent sales tax indefinitely. . . . State of New York is sending out with its letters dunning for income tax payments envelope stuffers advocating mineral waters of Saratoga Spa. . . . Dr. Frederic C. Howe, the always helpful Consumers' Counsel of the Department of Agriculture, in an address to United States Conference of Mayors, proposed, according to New York *Herald Tribune*, that milk distribution be put under public ownership. . . . Association attendance at conventions seems to be picking up as attested to by 4,000 at the last convention of the American Bankers Association, 6,000 at the National Restaurant Association, 900 at the National Electrical Manufacturers Association, all record attendances. . . .

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American Gas Association denounces TVA as unfair competition with private enterprise, in which they are joined by National Coal Association, while Construction League of the United States protests Government encroachment upon the construction field and National Association of Retail Grocers opposes establishment of commissaries by the Government. . . . First-of-month outlook for advertising, according to Standard Statistics Company, is "newspaper and magazine space sales continue to record moderate gains over a year ago and further gradual improvement in both lines is indicated over the medium term." . . . Federal Reserve Board reports that volume of industrial production and factory employment increased in October and wholesale commodity prices, after declining in September and October, advanced in the first half of November. . . . Sales of the country's retail stores were over 24 billion dollars less in value in 1933 than in 1929, a 49 per cent drop, but number of gasoline filling stations increased 49,000 in the four years, constituting 6.12 per cent of total retail sales of the country as compared with 3.64 per cent in 1929, according to the Census Bureau. . . .

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Wholesale sales declined 53.6 per cent between 1929 and 1933, while number of wholesale establishments decreased from 169,654 to 164,101 or 3.3 per cent. . . . Order of the Wisconsin Department of Markets which provided for a dealer margin of 3 cents for unbranded gasolines and 3.5 cents for branded gasolines in Milwaukee fell down and it is believed that part of this was due to fact that, by same order, price cutters were prohibited from curb price signs and thus lost edge they thought they had. . . . Annual Market Survey of Canada, giving individual income tax returns and such other data as population, number of houses, wage rates, telephones, postal revenue, motor vehicle registrations, radios, daily newspapers, building permits, number of stores by kinds, hotels, etc., in all of the principal towns, together with the number of retail outlets by provinces, appears in the November-December issue of *Canadian Advertising*. . . .

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Machined waste manufacturing industry proposes addition to its code forbidding advertising allowances as do manufacturers of cosmetic containers. . . . Code authority of the Periodical Publishing and Printing Industry has published a booklet giving a complete list of periodical publishers who

# Your advertisement works harder in a magazine that lasts longer

A MAGAZINE packed full of stories, serials, feature articles by foremost American and Continental writers is a *good* advertising medium.

*Give that same magazine these features PLUS a full-length $2.00 novel complete in each issue—by writers like Dashiell Hammett, Sir Philip Gibbs, Ben Ames Williams—and you have a* great *advertising medium.*

Your advertisement lasts longer, is seen more, in Redbook for a significant reason. Redbook lasts longer on the living-room table because it now offers *more to read.* Redbook is read more carefully from cover to cover, because every article is *worth* reading.

See what has happened:

84,000 new Redbook newsstand buyers since July.
91 new advertisers in 1934.
39.8 increase in advertising volume this year.

Put your next campaign in a magazine where it works harder. REDBOOK clings to the library table until everyone in the family has read *all* of it.

***Tomorrow's exciting literary***




## WHAT TO READ IN THIS ISSUE OF REDBOOK

**A NEW 50,000-WORD NOVEL *"Deputy of the Devil"*** by BEN AMES WILLIAMS. Do you like strange tales off the beaten path? Do you believe evil forces occasionally take control of human affairs? Read what happened to Dr. Greeding before he disappeared from the face of the earth. A complete novel in this issue.

**ALEX WAUGH,** *brilliant English author* of "The Balliols," shows what can happen to a respectable business man in a new short story *"That Kind of Woman."*

**JULIAN STREET** tells you how Repeal looks from the inside. Read *"One Year After."*

**ALFRED E. SMITH,** *Governor Moore, Governor Ely* tell you what a governor thinks about with one hour left, and a man doomed to die begging for pardon.

**PLUS** pictures, stories, and articles by *Phil Stong, Bruce Barton, Ely Culbertson, Cornelius Vanderbilt, Jr.* and much more.

***events are in today's* REDBOOK**

have complied with provisions of the code. . . . Canadian publishers, according to *Marketing*, are beginning to think that chain stores and department stores are in active competition with them for a share of national advertising appropriations and that chain demands for advertising allowances are seriously upsetting other long-established sources of advertising revenue, which is why favorable local rate in Canadian newspapers may be denied chains and department stores. . . . National Canners Association at Washington issues statement headed, "Government Grades on Canned Foods," which gives in a nutshell the controversy on question of labeling canned foods, while Food and Grocery Chain Stores of America, Inc., further complicates situation by recommending that provisions for quality grade labeling of certain products with brief modifying descriptions be incorporated in canned goods industry code. . . .

• • •

Photographic and photo-finishing industry proposes certain admendments to its code which may affect you if you are contemplating using photographs as premiums. . . . A. B. C. likely in New Zealand following meeting between Association of New Zealand Advertisers and Newspaper Proprietors Association. . . . English A. B. C. becomes independent body, with Allan Whitworth, assistant general secretary, Incorporated Society of British Advertisers, becoming whole-time general secretary of A. B. C.

G. M. S.

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# Extend Arrearage Moratorium

THE moratorium on the three-month arrearage rule of the Audit Bureau of Circulations was extended to December 31, 1935, by the Board of Directors at its meeting at New York last week.

Under the emergency arrearage ruling, which was in effect during 1934, all subscriptions having expiration dates during 1935 may be carried six months beyond expiration, instead of three, and may be counted as paid circulation during that period.

The new rule on city-within-a-city newspaper situations, which was recommended by the membership at its recent annual convention, was adopted by the Board. This provides that in the case of a municipality located within the arbitrary city zone of another larger city, each newspaper in the larger city shall set forth its circulation in the included municipality.

Three proposed revisions, which had been referred by the members to the Board for decision were rejected, namely: change in the percentage of paid circulation required for A. B. C. membership; change in the schedule of hours of newspapers' editions which determine whether a paper should be designated morning or evening; and modification of the arrearage rule applying to daily newspapers.

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### Hazard Elects Miss Adelaide Stevens

Miss Adelaide Stevens, for nearly five years art director of the Hazard Advertising Corporation, New York, has been elected vice-president of that agency.

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### B. C. & P. Add to Staff

Raoul Mario has been appointed director of radio of Bermingham, Castleman & Pierce, Inc., New York advertising agency.

### W. F. Dahlmann Joins Cecil, Warwick & Cecil

William F. Dahlmann, formerly with Daniel Starch and Abraham & Straus, has been appointed an art director of Cecil, Warwick & Cecil, Inc., New York agency.

• • •

### Death of Harry D. Martin

Harry D. Martin, assistant manager of automobile tire sales for the B. F. Goodrich Company, died at Akron, Ohio, recently. He was fifty-one years old.

# Color Confusion

## Angle of Trade-Mark Protection Upon Which Even Patent Office and Courts Disagree

By H. A. Toulmin, Jr.

Author of "Trade-Mark Profits and Protection"

COLOR is Public Enemy No. 1 in the trade-mark world. The diverse attitudes toward it of the patent office and the courts have left the door wide open for many serious cases of unfair competition and utmost confusion.

Numerous recent cases clearly demonstrate this fact. Because the trade-mark registration protection on color is so limited, the door is open for those who desire to compete unfairly. All that unfair competitors have to do is to adopt a different name for a trade-mark, display it inconspicuously, and then imitate the color combination on the originator's product.

It is true that the unfair competitor may put his corporate name and his trade-mark on the package, but the real thing that the public uses as the method of identification of the goods is the color design and combination. When that is imitated, real damage is done.

Take the case of Brillo's experience in merchandising a carton of steel wool and a cake of soap for cleaning aluminum pots and pans, in a pasteboard container. This container displayed a red and green combination having a white border and displaying a triangular device. The records show an experience of eighteen years by Brillo in this field of selling kits of cleaning and polishing aluminum. In the five years preceding the suit 350,000,000 packages had been sold and over 30,000 grocers and retail stores in New York City alone had handled the merchandise. All this was a tempting good-will bait for the unfair competitors.

Now the Brillo's cartons were sold in many sections where many of the retail customers could not read the English language. They relied upon the pictorial appearance of these cartons to identify them. So the unfair competitor adopted almost precisely the same red and green color combination and triangular trade-mark. What difference did it make if his different name was stamped on this carton? This color imitation was the effective means of taking advantage of the plaintiff's pioneer advertising of three and a half million dollars. The court enjoined the use of this unfair color combination imitation.

### When Color Protection Is Assured

It is true, color is free, and cannot *per se* be monopolized as a trade-mark. But if color is proved as a part of an intentional fraud, that is a different story. When the public has associated a given color with a product long enough so that the two are synonymous or have a secondary meaning, then protection of the courts is assured. The Gillette Company put out its blue blades, colored blue and sold in blue paper packages, familiar to everyone. A competitor did likewise, and was promptly enjoined, unless the packages were so distinctly and conspicuously marked as to prevent any question of confusion.

A trade-mark is not registrable if color alone is its distinguishing characteristic. But where one manufacturer had a colored streak, such as red, woven in a wire rope, and another manufacturer had a silver strand likewise woven in its wire rope, then confusion and unfair competition arise. Color confined to a certain definite design may be protectable where associated with and distinguishing a particular line of goods.

But the courts have not been

# When Business

# What

A MANUFACTURER of automatic stokers has taken the lead in his industry since 1931. . . . A manufacturer of heavy implements turned a half million loss in 1933 to a two million profit in 1934. . . . A manufacturer of a building material item increased his earnings in 1934 by $310,000 . . .

But not by wishful thinking!

When business is better, invariably aggressive effort makes it so.

You can make your business better in 1935 by extending your selling effort, to reach both known markets and unknown, unsuspected sources of business.

To stay in business you must go where business is known to exist. But to grow, you must go, also, where business may be, today, or next year. You must reach every possible person of influence—spread your sales story all across the field of American business.

Be sure that it penetrates to all those influential

"I follow your editorial comments with genuine interest. I feel Nation's Business has achieved a real place for itself."

HORACE BOWKER,
*President*
The American Agricultural Chemical Co.,
New York City

MR. BOWKER, a subscriber since 1932, is one of the 31,050 executives who receive Nation's Business because of membership in the United States Chamber of Commerce. The membership subscribers, originally the only subscribers, now constitute 12% of the total net paid circulation of 250,428.

# Is Better

# Makes It Better?

individuals who initiate, investigate and recommend. Spread it widely enough to give yourself opportunities for new business. Just coverage of known customers isn't enough. One subscription to each firm in your known markets may be coverage. Three, four or more subscribers in firms large and small in all fields of activity is penetration.

*That is what Nation's Business offers. City by city, industry by industry, firm by firm, name by name, Nation's Business has economical and adequate penetration.*

It is the only magazine of less than a million circulation with enough influence to do a complete carry-through job. In circulation, in reader regard, and in low cost, its leadership is unquestioned.

★ **The only magazine for business men that CARRIES THROUGH all American business.** ★

NATION'S
BUSINESS
WASHINGTON

E. V. THOMPSON · Director of Advertising

uniform in their construction of this rule. For instance, a mark for bottled milk consisting of a bottle cap of silvery color has been held to be unregistrable; likewise a match having a red head with a blue tip was without trade-mark protection. A manufacturer of fountain pens who provided a red body portion and black ends on his pen-shaft was also denied protection.

### Court Protected American Chain's Color Combination

The American Chain Company since 1908 had been putting out tire chains of distinctive appearance with cross chains in bright yellow produced by brass plating and gray side chains produced by galvanizing. The same colors were adopted by an imitator. The bag in which the chains were delivered to the customer by the American Chain Company was a brown paper bag. The defendant used a similar bag with his name printed on it.

This, however, was not sufficient to deter the court from finding that the American Chain Company should be protected against this imitation of its color combination. These colors were not the result of the particular mechanical process used to finish the chains, because other processes could have been employed to secure the same result.

The gray-bright yellow combination had been extensively advertised for many years at a cost of $4,800,000. Much of this advertising was in color. The style of dress and coloring was conspicuously displayed and stressed in the advertising. For twelve years the American Chain Company's style of finish was substantially free from imitation, as its competitors up to the incident of this controversy had recognized its marking as being its exclusive property. Here was a case where the law stepped in and called a halt upon the imitation of this color scheme just as effectively as if the color combination had been registered as a trade-mark.

And parallel with this another court refused to protect a band of red color interposed between black end-bands used to distinguish boilers. This emphasizes the marked divergence between the attitude toward color of the patent office and the tribunals passing on its decisions and the attitude of the State and Federal courts on unfair competition.

Fortunately, in the end, the result is often substantially the same: because the courts do effect the protection which the patent office declined to recognize in a trade-mark. Of course, if there had been such recognition originally by the patent office, many potential infringers would be deterred and probably much litigation would be avoided.

A manufacturer of carbonated beverages employed a trade-mark consisting of a green clover leaf, while his competitor used a gold clover leaf. The names they employed on their beverages were very similar. The first adopter of the clover leaf had been an extensive advertiser for many years. The court enjoined such form of competition.

### Coca-Cola Won This Color Confusion Case

The Coca-Cola Company uses caramel as a coloring matter. A competitor secured the same color in its beverage, but the court refused to enjoin this practice. But when the defendant went so far as to use confusing labels and sent its product in red-colored barrels in the same way the Coca-Cola Company did, then the court stepped in and enjoined the color confusion in unfair trade.

Even words defining colors and used as trade-marks may be protected. For instance, a manufacturer of salad dressing used the words "Blue Ribbon," which were protected from adoption by a competitor; and a manufacturer of hair dressing "Black and Tan" was protected against a competitor who was using the words "Black and White."

To steer a straight course on the color trade-mark subject is difficult. For even the experts, the patent office and the courts disagree.

# Farmer's Guide Suit: Its Relation to Advertising

W. G. Campbell, publisher of *The Indiana Farmer's Guide*, wrote PRINTERS' INK the following letter regarding the outcome of his recent suit against the *Prairie Farmer* and the Mid-West Unit:

*The U. S. Supreme Court today rendered a decision favorable to the "Guide" in its suit against the "Prairie Farmer" and the Mid-West Unit.*

*The Unit publications had claimed that advertising was not a commodity in interstate trade and was not subject to the Sherman Anti-Trust laws.*

*The U. S. Supreme Court thought otherwise and reversed the decision of the U. S. Court of Appeals in Chicago and the U. S. District Court at Indianapolis.*

*The Supreme Court rules that the case go to a jury for trial. See clipping herewith. I know you will be interested in this decision.*

On account of the importance of the questions involved, PRINTERS' INK asked Isaac W. Digges, a member of the New York Bar, to interpret the decision—with particular relation to the question as to whether advertising was a commodity in interstate trade. Mr. Digges' article follows.


## By Isaac W. Digges

Of the New York Bar


ON December 3, 1934, a decision of the Supreme Court of the United States, involving several farm publications, became a part of the law of the land. Currently, it is being widely discussed in advertising circles, and is being subjected to widely differing interpretations. One interpreter says that the Supreme Court has decided that "advertising" is a commodity in interstate commerce, subject to the provisions of the Sherman law; another that the Court has refused to pass on the question at all; and a third, that the case has been sent back to the trial court to determine whether "advertising" does constitute interstate commerce.

The decision has brought about a renewed discussion of a highly mooted point, and former proceedings involving similar questions have been recalled by the advocates of one theory or another. The Ramsey case, the Blumenstock case, and the hearings before the Federal Trade Commission in the agency-publisher proceedings, have been the principal precedents advanced.

No one of the interpretations set forth precisely states what the Supreme Court has decided, although there is a grain of truth in each. The fact is that the Supreme Court has held that the trial judge erred in taking the case away from the jury by directing a verdict for the defendants, and has sent the case back for a new trial.

Because of the wide interest in the decision, and because of potential developments when the case is tried again, it might not be amiss to describe, in narrative form, what the case was about, by differentiating the questions there raised by the Supreme Court from questions raised in other proceedings to which they bear a superficial resemblance.

The Indiana Farmer's Guide Publishing Company, the plaintiff in the case, which, for brevity, we shall call the *Farmer's Guide*, had for several years published a farm magazine, which was distributed in

the State of Indiana, and to a certain extent, in neighboring States. The defendants in the case were a group of five publishers, publishing seven farm journals in the Middle West, and the Mid-West Farm Paper Unit, Inc., which was a selling agent or special representative for the seven papers in the group.

### What the Plaintiff Contended

The plaintiff in his suit complained of the activities of the Mid-West Unit, and contended that, through their selling agent, the defendant publishers were attempting to obtain a monopoly of the farm-paper business *within the territory covered by their publications,** including the publication, circulation and distribution of advertisements of peculiar interest to farmers; that the defendant publishers conceived a plan to destroy competition with other farm publications in the same territory; and that in order to bring about the results which they desired, agreed upon a *combination* advertising rate for all of the publications in the Mid-West Unit materially *below the total of the separate rates* of each publication.

At the trial, evidence was introduced tending to show first, that the combination rate for advertisements in the publications represented by the Mid-West Unit, was, in truth, much less than the total of the separate charges for the same advertisements in any six; and second, that the defendants, acting together, obtained advertisements for all the seven papers at rates much less than the charges would have been for identical advertisements if, omitting the Indiana edition of *The Prairie Farmer* (one of the defendants), the advertisements had been published in the other six, and in the *Farmer's Guide*, owned by the plaintiff.

It was also found at the trial that the advertising matter carried by each of the publishers involved in the litigation, was received from advertisers located in States other than those in which the papers were published, and that about 90 per cent of the advertisements for the *Farmer's Guide* came from points outside of Indiana, and were obtained by correspondence, traveling solicitors, and representatives located in different parts of the country. The fact was also established that advertisers sent electrotypes to the *Farmer's Guide* which, after being used, were returned to advertisers, or held subject to their orders.

After the testimony was all heard, the trial court directed a verdict for the defendant, apparently on the ground that the business of the *Farmer's Guide* did not constitute interstate commerce. When the question had been appealed to the Circuit Court of Appeals, that Court impliedly assumed that the business of the *Farmer's Guide, did* constitute interstate commerce, but denied the appeal on the ground that the combination shown was not such a restraint of interstate commerce as would materially affect the *entire farm journal business.*

### What the Supreme Court Decided

The case was then carried to the Supreme Court of the United States, where it was held that both the trial judge and the Circuit Court of Appeals had been mistaken in their views. The trial Court should have permitted the case to go to the jury so that the jury might determine the question of whether or not the plaintiff was engaged in interstate commerce. The Circuit Court of Appeals had been mistaken in ruling that the plaintiff would have to show that the *entire farm journal business* had been materially affected, as the plaintiff had not charged that the *entire farm journal business* had been affected, but that the farm journal business had been restrained, and attempted to be monopolized, *only in the territory served by the magazines operating through the Mid-West Unit.* The case was thereupon sent back to the District Court for a new trial.

The Supreme Court held that the

*All italics in this article are ours.—I. W. D.

# FIRST

## *in Total Advertising, in Advertising Gains*

The Inquirer leads all Philadelphia newspapers in volume of paid advertising for the first 11 months of 1934.

The Inquirer's gain of 555 columns of advertising in November was far greater than the gains of all other Philadelphia newspapers combined.

November marked the eighth consecutive month in which The Inquirer registered a substantial advertising increase over 1933.

**The Philadelphia Inquirer**

Pennsylvania's Greatest Morning Newspaper

**Daily 295,735 Sunday 650,743**

*Average Net-Paid Circulation for the Six Months Ending Sept. 30, 1934*

# The Building ustr

## under Titles II and II e No

"WHEN six months ago President Roo Act giv
velt signed the National Housing A ment—
public attention was almost wholly cent on
Title I. And this was exactly what Fe liquidit
eral Housing Administrator James Andre Mortga
Moffett wanted to happen. For Title I, his mo
signed to encourage repairs and remod
ing, is an emergency measure and, it m "The
be added, is doing nicely. While Title home h
was being launched, FHA experts, f vision o
from the view of the populace, und make co
Deputy Administrator J. Howard Ardre as their
were working far into the night prepari
Titles II and III for their debut. "Take

"These recently acclaimed offspring a proveme
in no sense emergency policies. They and III
volve basic reform of the entire Americ tially th
home building and financing structure. New De
the same time they offer positive stim economi
lation to a wholesome revival of hou program
building. certain

"To the home owner Titles II and I
give the simplest and cheapest financi *For facts,*
that has ever been available—one *the new h*
per cent (maximum) mortgage eliminati *and III o*
that perennial arch villain, the seco *TIME an*
mortgage; as much as 20 years to pay ba *Single c*
out of income; and an interest rate *connected*
5 per cent. To the mortgage lender, t *bulk at fi*




220 East 42nd Street
New York City

# ng ustry's Chance

## nd Il e National Housing Act

Act gives a safer and more liquid investment—safety through a guarantee of 3 per cent on his money in case of default, and liquidity through newly created National Mortgage Associations as a sales outlet for his mortgages.

"The prospect of immediate money for home building is assured through a provision of the Act which permits banks to make construction loans on the same terms as their ordinary commercial loans.

"Taken together these fundamental improvements justify the belief that Titles II and III of the NHA will speed substantially the home building revival. Of all New Deal activities, business, banking and economic authorities consider the FHA program the most important and the most certain to succeed."

• • •

*For facts, regulations, interpretations, write for the new bulletin "Home Building under Titles II and III of the National Housing Act," issued by TIME and THE ARCHITECTURAL FORUM.*

*Single copies are free to any responsible person connected with the building industry. Copies in bulk at five cents each.*




**135 East 42nd Street**
**New York City**




Old bewhiskered Santa would become the Patron Saint of space buyers if such a request were possible. But it's "not in the bag." Yuletide cannot be so easily transformed into Ruletide. Christmas morning will still see only five other newspapers in all the country in cities of 300,000 or larger that ring out the glad news of *Rule of Three* fulfillment.

*The* RULE *of* THREE:

**1 CIRCULATION LEADERSHIP**
The daily Journal has the largest daily circulation in the Pacific Northwest . . . it has
**+** 32% more city circulation than any other Portland daily.

**1 ADVERTISING LEADERSHIP**
The daily Journal leads in retail linage, general linage,
**+** total paid linage.

**1 LOWEST MILLINE RATE**
The daily Journal has the lowest milline rate of any daily in the Pacific Northwest.

**THE JOURNAL Portland, Ore.**

REYNOLDS-FITZGERALD, INC., NATIONAL REPRESENTATIVES
*New York . Chicago . Detroit . San Francisco . Los Angeles . Seattle*

circulation and distribution of publications such as those involved in the suit, in interstate channels, would, as a matter of law, amount to interstate commerce, and therefore, subject to Federal laws, and then added that the business which was supposed to have been damaged was the "*publication and circulation of these farm papers.*" The Court found that the business of publishing and circulating farm papers included the obtaining of advertising contracts, the transportation between States of electrotypes to be used in setting up advertisements, and the transportation of substantial quantities of papers in interstate commerce, and that the obtaining of advertising contracts, at compensatory rates, was an essential element.

The Court did not hold, however, that "advertising" constituted interstate commerce, and in the opinion of this writer, it is not necessary to plead that "advertising" constitutes interstate commerce in order to make a valid cause of action. "Advertising," when subjected to legal analysis, may be said to be an abstraction, similar to the constitutional right of free speech. The persons interested in the advertising business are advertisers, advertising agents, special representatives, publishers, and the suppliers of mechanical adjuncts. The collaboration of these several groups result in the appearance of advertisements in advertising mediums, but "advertising" itself is a mere mental concept which cannot be classed as a commodity.

### The Real Question in This Litigation

The essential question raised in this litigation, in our opinion, is not whether "advertising" constitutes interstate commerce, but whether a publisher has been unduly restrained in his lawful operations. If the publisher sues on the ground that his right to obtain advertising contracts has been unduly interfered with, as one of the methods used to interfere with his entire business, then he has the right to explain to the Court the mechanics of his part in the advertising business, and the way in which his business is being hampered.

The Supreme Court, in its decision, referred to the Blumenstock case. It will be recalled that in that case an advertising agent sued the Curtis Publishing Company because Curtis refused to accept business from the agent unless the agent would agree to comply with certain conditions set by Curtis. There the Supreme Court held that, conceding that the circulation and distribution of the Curtis publications throughout the United States amounted to interstate commerce, the circulation of those periodicals did not have any direct relation to the advertising contracts which Blumenstock offered and which Curtis refused to receive except upon conditions laid down by Curtis.

### Two Main Differences in Blumenstock Case

The advertising contracts did not involve any movement of goods or merchandise, or the transmission of intelligence in interstate commerce. There are two principal differences between the Blumenstock case and the case now being discussed. First, Blumenstock was an advertising agent engaged in business of a personal and professional nature, and second, the Curtis Publishing Company was acting alone and not in concert with others. The rule which permits an individual wide latitude in dealing with those whom he chooses is not sufficiently elastic to permit a group or combination to use joint efforts unduly to restrain the lawful business of one engaged in commerce.

The *administrative* proceeding by the Federal Trade Commission against the American Association of Advertising Agencies, certain associations of newspaper publishers, and certain special representatives, dismissed by the Commission without assignment of reason, was not a *judicial* determination, and therefore, has no really pertinent relation to the Supreme Court decision which forms the subject matter of this article.

It has always seemed to this

author that the prolixity of allegations in the Commission's complaint served to obscure the essential question which the Commission was called upon to decide. That question was this: whether a group of advertising agencies, acting in harmony with a group of publishers, could effectively interfere with the right of an advertiser to deal directly with a publisher upon mutually, acceptable terms, by threatening to withhold advertising linage from those publishers who dealt directly with advertisers at the publishers' net rates.

It has been strongly urged in some quarters that such conduct would amount to secondary boycott, if the threat to withhold was for the purpose and with the effect of depriving publishers of advertising linage in order to injure the business and commerce of those advertisers who had sought to deal directly with publishers at the publishers' net rates. If and when such an issue were to come before the Courts, it is our opinion that there also the question of whether "advertising" was a commodity in interstate commerce would likewise be an immaterial one.

The case of Ramsey vs. the Associated Billposters of the United States and Canada (260 U.S. 501) decided in 1923, (and before the Supreme Court on demurrer) is more closely in point. Ramsey and Rankin, formerly solicitors officially recognized by the trade association in outdoor advertising, sued for treble damages under the Sherman Act, alleging that the Association and certain individuals had canceled their licenses and refused to renew them. The Supreme Court held that as a "direct result of the defendants' joint case, plaintiffs' interstate and foreign business has been greatly limited or destroyed," and that "the purpose of the combination . . . is to destroy competition and secure a monopoly by limiting and restricting commerce in posters" to channels desired by the trade association, and to exclude the undesired. In that case, the decision seemed to turn, not upon the question of whether "advertising" constituted interstate commerce, but rather upon the question of whether commerce *in posters*, which are a commodity, was restrained. The Court held that such commerce was so restrained.

We conclude, that in the present case, the Supreme Court has not decided whether "advertising" constitutes interstate commerce, nor did it dismiss that question from consideration. The Court appears to have held only that if the facts were as alleged, the plaintiff had the right to have the jury determine whether the *means* applied by the defendant publishers, *i.e.*, the interference with the procurement of advertising contracts, was an unlawful restraint upon the plaintiff's business entitling him to thrice the damages actually sustained.

✦ ✦ ✦

### Becomes Member of Network

The Henry J. Kaufman Advertising Agency, Washington, D. C., has joined The Allied Service Agencies, agency network, and will represent the group in that city.

• • •

### Joins Arakelian

Philip Frank, formerly a partner in Austin C. Lescarboura & Staff, advertising agency, has been appointed advertising manager of K. Arakelian, Inc., New York.

• • •

### Buffalo "Times" Adds Sturn

John Sturn, at one time business manager of the former Buffalo, N. Y., *Commercial*, has joined the advertising staff of the Buffalo *Times*.

### With Imperial Distillers

Norbert C. Beerend has been appointed sales promotion manager for the Western division of the Imperial Distillers Company of Detroit and will make his headquarters in Milwaukee.

• • •

### Appoint Carr Liggett

The Jamestown Paint & Varnish Company, Jamestown, Pa., and the Camp Directors' Association of America, Inc., have appointed Carr Liggett, Inc., Cleveland agency, to handle their advertising.

• • •

### Has Jamaica Rum Account

The advertising of Fred L. Myers & Son, Myers' Jamaica Rum, Kingston, Jamaica, has been placed with the Gotham Advertising Co., New York.

# Go to Poets, Thou Ad Writer

## Much Inspiration and Help to Be Had There, Says One Who Knows His Copy

By Marsh K. Powers

President, The Powers-House Company

AT thousands of desks tomorrow "copy writers" will be fabricating sentences, whittling phrases, picking and choosing between words, revising, discarding, polishing—seeking to put on paper messages which will persuade us to open our purses and buy the merchandise and services they are describing.

Some are highly paid veterans with a background of published work many a well-known writer of *belles-lettres* might find astonishing. Others of them are copy-cubs, youngsters recently from college, with the writing-bug in their blood-streams, high hopes in their hearts, and experience and laurels yet to be won. Still others are seasoned word-artisans hacking out their daily stint on a production basis.

From their desks flow rivulets of words, which, merging together in publications, form the great rivers of advertising which help to turn the wheels of commerce.

The world at large, when . . . and if . . . it thinks of advertising copy writers, does not think of them as literary workers. In spite of this lack of recognition the requirements of the copy writer's calling so closely parallel those which govern a poet's pen that it has always surprised me that commentators on advertising and authors of advertising text-books have not repeatedly emphasized the close analogy.

Discard the mechanical elements of poetry—fixed rhythm and rhyme—and, in every other requirement, the two are virtually identical.

Both aim to create vivid mental pictures.

Both miss their mark unless they stimulate the imagination.

Both sway their readers more potently through the power of suggestion than through mere exposition and argument.

Both rely upon imagery, graphic parallel, and provocative phrasing.

Both—unlike the lion's share of prose—must achieve their goals within definitely restricted space. They cannot, save in negligible exceptions, utilize unlimited wordage nor meander garrulously hither and yon.

Neither can risk wearying the reader. A prose reader will often wade through a tedious page or plod through a dull chapter in the hope or assurance of better things ahead, but the poetry reader, like the person who dips into an advertisement, will turn the page the moment his interest flags.

If the foregoing theorizing has any basis in fact, then it should be possible to cite examples of poetry which demonstrate the asserted parallel.

It isn't difficult.

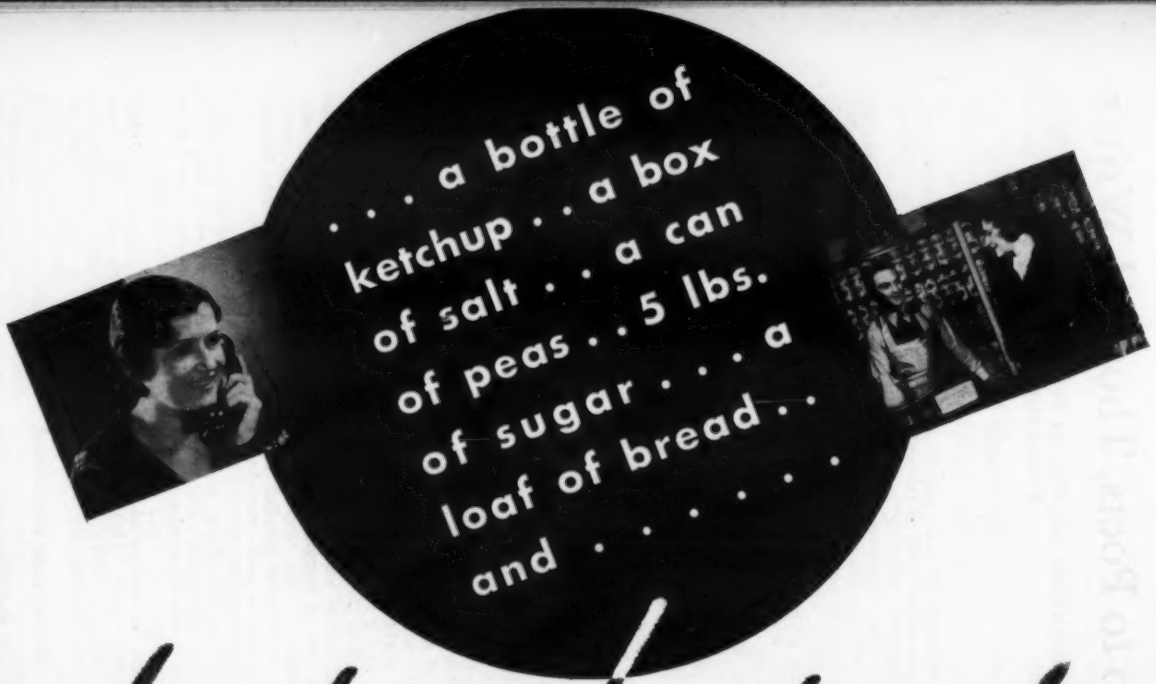
The evidence is abundant.

In the year 1830 a famous ship was marked for destruction. A young man in Boston, just out of college, heard of the decision that it was to be broken up and sold for junk. He voiced a protest which began with the now familiar words—

Ay, tear her tattered ensign down,
Long has it waved on high
And many an eye has danced to see
That banner in the sky.

Thanks to Oliver Wendell Holmes and his poem "Old Ironsides," the frigate *Constitution* is still afloat, a century later, to kindle the spark of patriotism. Modern copy writers might find it difficult to point out a comparably specific and efficient achievement in persuasion.

Another historical instance is the




# Yes, but what brand?

sugar, bread?

When women buy branded groceries, more than a third of the time they do not specify any

families from one to six times every week.

These grocers not only pick the brands for these women when no particular brand is re-

# Yes, but what brand?

sugar, bread?

When women buy branded groceries, more than a third of the time they do not specify any particular brand. They leave it to the grocer. He decides; he picks the brands for them.

Put it another way. It is the same as though every third customer allowed the grocer to select the brands on everything she buys.

Since an average first class grocery store serves 300 families, it's the same as though 100 housewives who patronize it—let the grocer pick all the brands for them week after week.

*The Progressive Grocer* with a circulation of 75,000 reaches the best independent grocers in the United States, all food chain store buying headquarters, and all important food wholesalers and brokers.

The 68,000 leading independent grocers alone out of this 75,000 sell 60% of all the groceries sold families from one to six times every week.

These grocers not only pick the brands for these women when no particular brand is requested, *but they also create demand.* In their personal selling, telephone selling, through store and window display, through their own advertising and in many other ways they create demand for the products and brands *they want to sell.* This demand, great as it is, we have not considered at all when we say that the grocer picks the brand in more than a third of his sales. (N. Y. University and other surveys.)

You can gain the good will and the active support of leading grocers by advertising specifically to these grocers.

Through *The Progressive Grocer* you can reach the leading grocers at a cost of only $4.00 per page per thousand—as low as many consumer publications—yet every reader of *The Progressive Grocer* is a top notch grocer who influences the food buying of 300 families.

## The Progressive Grocer

BUTTERICK BLDG., NEW YORK • MALLERS BLDG., CHICAGO • HOBART BLDG., SAN FRANCISCO

"Battle Hymn of the Republic." A novel in prose, "Uncle Tom's Cabin," prepared Northern minds for the conflict between the States, but, in advertising idiom, Julia Ward Howe's stanzas were a "follow-up" of incalculable influence in inducing the North to maintain the costly struggle.

Poets have always been well aware of the potentialities of poetry for propaganda. A clear-cut example of this is Southey's "The Battle of Blenheim," that sermon on the futility of war which, when Peterkin asks his grandfather Kasper why the battle was fought, closes with the bitterly satirical lines—

"Why, that I cannot tell," said he,
"But 'twas a famous victory."

Thus far our citations have been connected with war and patriotism, matters in which advertising is called upon for service only in times of national stress.

Other and more direct analogies are possible.

Advertising of staples for the kitchen and delicacies for the table occupies a considerable fraction of the paper-acreage devoted to advertising. Certain soups and other viands have achieved reputation by the weight of repetition and the impact of dollars.

Even in spite of the acres of paper which, in recent years, have been devoted to food advertising, I hazard the assertion that the most memorable message ever written about a recipe . . . and perhaps the only one with a chance of immortality . . . was penned by a certain William Makepiece Thackeray. Wherever the English language is read his single poem has given enduring fame to the concoction of a Marseilles restaurateur, the description of the recipe being introduced by the quatrain—

This Bouillibaisse a noble dish is—
A sort of soup or broth, or brew,
Or hotch-potch of all sorts of fishes
That Greenwich never could outdo.

Hotel advertising, *in toto*, bulks to an amount sufficient to give it prominence in advertising pages.




**PROGRESS**

**A Short Short Story**

**Esquire's upsurge to a position of dominant acceptance among national advertisers is again demonstrated this month in the linage totals for General Magazines listed on page 120.**

Even hotels in relatively small European cities buy mention in American publications.

Nevertheless, it is necessary to go back a century and then a quarter-of-a-century more to arrive at the birth date of the one description of a hostelry which has long survived its first printing—

Souls of poets dead and gone,
What Elysium have ye known,
Happy field or mossy cavern,
Choicer than the Mermaid Tavern?

When John Keats wrote the twenty-six lines introduced by that quatrain, he accomplished a paradoxical feat. By his rhyming be further insured the immortality of a name already immortal.

Resort advertisements instruct us where to go for stimulation, recreation, excitement, rest, culture, social prestige or whatever else for which our souls may hunger.

For comparable material from our poets turn first to Alfred Noyes' "The Barrel Organ" and read the recurring refrain:

Come down to Kew in lilac-time (it isn't far from London).

Fortunate are those as I, happily, can testify, who are able to heed that memory-haunting invitation.

Next, in Rupert Brooke's "Grantchester," read the six lines . . . well toward the end of the poem . . . which begin with

Ah, God! to see the branches stir
Against the moon at Grantchester

and ask yourself if, in your opinion, any recent travel advertisement has succeeded in compressing so vivid a descriptive picture into equally few words. *En passant*, while you still have the slim volume in your hands, you might also thrill once more to the tribute he pays to his native land in his poem "The Soldier," which begins—

If I should die, think only this of me:—
That there's some corner of a foreign field
That is forever England.

To my mind it is difficult to be-




lieve that a person of English lineage but distant birth can ever be offered a more emotional appeal to visit his mother-land.

Similarly geographical in topic, though in certain phases more closely analogous to real estate advertising, is Rudyard Kipling's "Sussex," which describes the shire in extended and sentimental detail under the text of

God gives all men all earth to love
But since our hearts are small
Ordains to each one spot shall prove
Beloved over all.

Travel agencies, world-cruises, and builders of yachts also can find on poetry shelves many effective prototypes on which to model memorable advertising messages. Two familiar examples are Masefield's "Sea Fever"—

I must down to the seas again

and Hovey's

There's a schooner in the offing
With her topsails shot with fire.

Book catalogs and book sections of magazines and newspapers print each year an uncounted total of book advertisements. Some of them merit the not wholly complimentary term, "blurbs," trade-lingo for laudatory comments on new books. Others, in contrast, are carefully restrained, thoughtfully edited descriptions of literary merchandise.

In this connection it is pertinent to recall that one of the great sonnets in the English language is a testimonial in praise of a book. The fact that it was phrased in dignified sonnet form, rather than as a letter, does not invalidate the assertion that John Keats, when he wrote *"On First Looking Into Chapman's Homer"*—

Then felt I like some watcher of the skies
When a new planet swims in to his ken:

made enduring literature out of the same sort of opportunity that is, from time to time, presented to advertising writers.

Evidence as to the analogy between poetry and advertising could be elaborated almost endlessly.

Plentiful examples are available to support the contention that the copy writer seeking ways and means to lend effectiveness to his phrasings can profitably look to the poets for inspiration and guidance. I have even heard it stated that so unpretentious a metrical effusion as "Shuffle Off to Buffalo" noticeably revived the honeymoon traffic at Niagara Falls.

If that is so, is any further evidence necessary?

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### New Display Device

The Talking Mirror is a new organization at Chicago, whose product is the "Teletalk," a display device which combines visual and oral advertising messages with radio entertainment. Offices are at 174 North Michigan Avenue. S. Kovler is president. Other officers are: A. Berish, vice-president; Walter Hoppe, secretary; and Joseph Idgal, treasurer.

• • •

### Death of Maurice F. Sammons

Following a protracted illness, Maurice F. Sammons, at one time with the Utica, N. Y., *Observer* and publisher for some years of the *Catholic Courier*, of that city, died recently. He was fifty-nine years old.

• • •

### Has Lovalon Account

Small, Kleppner & Seiffer, Inc., New York, agency, has been appointed to handle the advertising of Marcus-Le-Soine, Inc., San Francisco, Lovalon Hair Rinse.

### Joins Muench Agency

H. W. Blakeslee, for six years Western manager, at Chicago, of the Bureau of Advertising of the American Newspaper Publishers Association, has joined the C. Wendel Muench Company, agency of that city, as account executive and merchandising consultant.

• • •

### Carly Bly with Seiberling

Carl Bly has joined the Seiberling Rubber Company, Akron, Ohio, as advertising production manager. He was formerly with both Goodyear and Goodrich and, for the last two years has been a manufacturer's sales representative in the stationery and sign field.

• • •

### Appoints Jerome B. Gray

The East K-O-Kol Company, West Chester, Pa., manufacturer of Kolokay, has appointed Jerome B. Gray & Company, Philadelphia, to direct its advertising account. Space is being placed in magazines and newspapers.

# 792,282 Inquiries

## Study Shows Variations in Costs and What Elements Make Advertisements Pull

THE rise of scientific advertising methods, with the attendant advance of keyed copy and copy testing, has not brought forth an abundance of statistical studies on the effectiveness of advertisements. To the contrary, students interested in this phase of advertising research have very little to guide them, with one or two exceptions, notably the Starch surveys and the experiences of a handful of companies that have undertaken to gauge the resultfulness of their own advertising.

The reason for this lack of data is probably found in the fact that the causes of variations in the effectiveness of advertising is something upon which the profession itself is not entirely agreed. With this as a premise, Harold J. Rudolph has just completed "An Analysis of 792,282 Inquiries from Magazine Advertising," which is "the result of a desire to analyze the variations in the effectiveness of advertising, from a new point of view, and if possible to bring the causes of these variations into a somewhat sharper focus."

| Product | Number of Ads | Total Inquiries | Total Space Cost | Cost Per Inquiry |
|---|---|---|---|---|
| Product A | 61 | 4,334 | $ 56,984 | $13.15 |
| Product B | 54 | 156,190 | 640,900 | 4.10 |
| Product C | 19 | 55,307 | 56,700 | 1.03 |
| Product D | 132 | 141,002 | 713,695 | 5.06 |
| Product E | 50 | 37,858 | 115,604 | 3.05 |
| Product F | 8 | 162,207 | 80,850 | .50 |
| Product G | 12 | 25,951 | 118,200 | 4.55 |
| Product H | 19 | 66,054 | 114,650 | 1.74 |

A total of 454 separate advertisements covering eight products in twenty-four general magazines and representing an expenditure of more than $2,000,000, were selected for the report. The products, lettered from A to I are as follows:

Product A—a product used for foot relief

Product B—a vegetable shortening

Product C—a prepared dessert intended primarily for children

Product D—a dentifrice

Product E—an accessory used in connection with rugs

Product F—a flavoring and food ingredient

Product G—a food served around the holidays and also used in cooking and baking

Product H—a dried fruit used principally in cooking and baking

The author first undertakes to show that there are three fundamental types of variation, viz., (1) variations between products (2) variations between advertisements and (3) variations between publications. To indicate how widely the cost per inquiry may vary among different products, he presents the following table:

The main portion of the study is broken down into three general categories: I. Variations (in effectiveness) traceable to elements within the copy. II. Variations traceable to elements within the circulation III. Variations traceable to elements within the reader.

Each of these three general categories is carefully examined. To the man whose daily task it is to construct and mold printed advertisements, the analysis of the first of the three categories will undoubtedly merit the greatest attention. For "of all the elements which are responsible for variations in advertising response, the mechanical characteristics are most readily subject to variation and control because they are the fac-

tors which the advertiser determines and which he may vary at will." The various factors surveyed are: Illustration theme, use of a coupon, nature of the offer, tie-up within copy, size of space, position in the publication and length of the headline.

The variations in the illustration theme were observed to cause two fairly consistent tendencies. It was found that an illustration of the product itself is usually accompanied by a high cost per reply, while the dramatization of the product in use or the result of its use, is accompanied by a low inquiry cost.

Thus, the conclusion, "It is quite logical to expect the consumer to be more interested in what the product will do for him than he would be in the product itself." In the case of Product A, for instance, the inquiry cost for advertisements whose illustrations represent, "This is what will happen to you if you don't use the product," was almost double that of advertisements containing illustrations positive in appeal.

### Reasons Behind Coupon Productivity

The report on the productivity of coupons favored the notion that the easier you make it for a person to respond the more replies you will get. Product B, which received inquiries at a cost of $12.88 from sixty-seven advertisements without coupons was credited with inquiries from three advertisements containing coupons at a cost of 58 cents each. Another factor which was found to affect materially the volume of replies was the tying up of the offer in the body of the copy. A comparison of inquiry costs for one product revealed that the use of the suggestion in the copy resulted in a decrease of more than 20 per cent in cost per reply.

With reference to the effect of space size upon cost per inquiry, Mr. Rudolph reports that the latter is inversely related to the former. In other words, an increase in space produces a diminishing cost per reply until two-thirds of a page is reached. Then it was noted that costs swing upward. "This might have remained a rather insignificant observation," the author adds, "had it not been for the fact that two other products revealed precisely the same situation."

One of the pet bones of contention among advertising men, the question of left and right-hand positions, next comes in for attention. While Dr. Starch's survey showed a slight preference for the right-hand page, the present study reaches an opposite conclusion.

Right here is a good place to point out the difference between the two investigations. It must be borne in mind that while Mr. Rudolph's analysis covers magazine advertising alone, Dr. Starch's covers both magazines and newspapers. The Starch survey takes in almost seven times as many inquiries as Mr. Rudolph's, which may or may not have its effect on the findings. Finally, while the Starch survey is interpreted in ratios, Mr. Rudolph's figures are, for the most part, in dollars and cents.

Out of the eight products examined by Mr. Rudolph, all but two revealed a lower cost per reply for the left-hand position, and in one of these the difference was so small as to be almost negligible. Moreover in several instances the margin in favor of the left-hand page was quite substantial.

"As far as this investigation is concerned," states the report, "there can be no doubt that the left-hand position has been far more effective than the right-hand position. Furthermore, inside pages were found to be far more productive than cover pages, which may be due in part to a reluctance on the part of magazine readers to mutilate the cover of the magazine by clipping a coupon."

The analysis also backs up the proponents of brevity in headlines, for in the advertisements of six products so surveyed, short headlines (one to eight words) produced a universally lower inquiry cost than long headlines (over eight words).

The second general category,




THE low-down on Government grading—hot news for every consumer-goods manufacturer . . . a sweet spot for the sale of advertising in a woman's publication.

Take a tip from Crowell. Hitch your advertising to Business Week's timely news, and you'll get the attention of your logical prospects—the Men at the Top of the Pyramid—who control 85% of the purchases of American business.

**BUSINESS WEEK**

*The Executive's Business Paper*




## Here Are Ready Customers!

During the last three months 717 reader families of TOWN & COUNTRY and HOUSE BEAUTIFUL have requested the booklet "WHEN YOU BUILD." They're launching the building revival.

**389** of them tell us they are going to build new homes. Visualize the complete cost for these Quality Market homes.

**328** of them are going to remodel and equip their present dwellings. More substantial expenditures for fine living.

What are you doing to get your share of these first millions of building dollars? Use the pages of THE STUYVESANT BUILDING GROUP and get the business of these customers and many others!

**THE STUYVESANT**

HOUSE BEAUTIFUL • TOWN & COUNTRY

572 MADISON

# . . . building revives FIRST in the QUALITY MARKET

**YOU, who make quality building materials or equipment now face your greatest task. Once again you must register on the minds of millions of prospective home builders what you make . . . its brand name and points of superiority.**

**The publications of THE STUYVESANT BUILDING GROUP can help you vitally. They will place your selling message before 123,913 (ABC) well-to-do families who are about to build or remodel. They will carry that message to the architects who will advise them. Yet, your investment in advertising dollars will be moderate and the coverage complete of a primary market which leads always in the purchase of building materials and equipment. Re-establish your brand name first in this influential Quality Market . . . it is the market which governs indisputably the buying trends of all other markets.**

**BUILDING GROUP**

AMERICAN ARCHITECT

AVENUE, NEW YORK

"Variations traceable to elements within the circulation," contains the following observations:

"It would seem that the closer the audience is tied up with an interest which is in harmony with the product, the greater are the chances of securing a maximum response from advertising in that publication." . . .

"While it has been generally held that a large volume of advertising in a given publication materially reduces the chances of any one advertisement being read, it was impossible to find evidence to support this view. On the other hand, a comparison of the trends of inquiry costs and the volume of magazine advertising . . . would seem to indicate that advertising volume has no effect whatever on the volume of inquiries." . . .

"Undoubtedly some of the variations between publications can be explained upon the basis of frequency of issue and length of life. Normally a newspaper lasts for only a day whereas a magazine may continue to produce replies for weeks and even several months after the date of issue. An examination of the inquiry records of three products reveals that more than 10 per cent of the replies are received after the expiration of three months."

Several pages of this section were also devoted to a consideration of the part played by magazine duplication, and an analysis of inquiry costs according to publications.

In the final category, "Variations traceable to elements within the reader," an effort was made to determine if possible, the existence of a seasonal trend in advertising response. Despite the author's appreciation of the complexity of the problem, despite his carefully chosen indices and commendable methodology, so inadequate for the undertaking were the data which he had at his command that he was forced to admit, "The evidence presented here in support of a seasonal trend of advertising response is not sufficient to form the basis for any sound conclusions."

Yet he has done a service if only in pointing out the opportunities for further investigation along this line.

The final words of the report were given to a discussion of the part played by supplementary advertising in augmenting advertising response. The dearth of information on this subject in part is due, says Mr. Rudolph, to the fact that it is extremely difficult to check results.

"While it was impossible to measure the influence of supplementary advertising upon response, its importance as an influencing factor is clearly recognized," he says. "Moreover, observations made in the present analysis lead us to conclude that the influence of supplementary media in stimulating replies is far greater than past investigations along this line have been willing to admit."

The analysis is elaborately illustrated with twenty-five charts and forty-five tables.

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### C. D. Lewis with Amalie Division of Sonneborn

Clifton D. Lewis, formerly manager of the sales division of the Office Service Corporation, New York, has become assistant sales manager of the Amalie Division of L. Sonneborn Sons, Inc., New York.

• • •

### Canadian Advertising Agent Honored

Russell T. Kelley, head of Russell T. Kelley, Ltd., Hamilton, Ont., agency, has been elected president of the Ontario Associated Boards of Trade and Chambers of Commerce.

### Rivenburg Joins American Chemical Paint

M. N. Rivenburg, assistant sales manager of the Stonhard Company, Philadelphia, has joined the American Chemical Paint Company, Ambler, Pa., in charge of sales promotion and publicity.

• • •

### James R. Crowell on Staff of Mathes Agency

James R. Crowell, magazine writer, has joined the publicity relations department of J. M. Mathes, Inc., New York agency. He was also formerly engaged in newspaper work in New York.

★
NEW DIGEST NEWS
NEW YORK, N. Y. DECEMBER 13, 1934

# "Get Busy, Detroit!" Keynote of Newest Digest Mailing

## Gem Keeps Up the Good Work

***Sees Lesson in Survey***

**Page Units Switch Shavers to Gem**

NEW YORK, Dec. 13—166 new users of Gem Micromatic Safety Razors for every 100 inquiries is the American Safety Razor Corporation's record in The Literary Digest. And The Digest is at or near the top of Gem's list month after month in low cost per inquiry!

An impartial agency survey found that Digest readers in large numbers respond to a 25¢ offer, adopt the Gem, and also sell their friends. As a result Gem continues to convince these men and their cronies with full page units.

Similar surveys conducted for other Digest advertisers all show equally profitable results. Records of tangible advertising return, they are available to advertisers and agencies seeking 1935 media with a reputation for proven results.

## Latest Survey Shows Digest Motorists Busy Going Places

**Touring Digest Readers Net 1,843 Conoco Trips**

NEW YORK, Dec. 13—The Conoco Travel Bureau, a division of Continental Oil Co., has completed a survey in conjunction with The Literary Digest to determine results of the 1934 Conoco Digest campaign. Conducted by an impartial agency, it reveals that the increased motoring activity now reported in Detroit started among The Digest's 1,000,000 readers last April.

Six insertions brought 2,172 inquiries from Digest readers at a cost of $.78 each, by far the best record among six national weeklies used.

Of these inquiries, 82% or 1,843, made trips outlined by the Conoco Travel Bureau.

Of interest to Conoco, and automotive advertisers, are the concrete results revealed. Pleased Digest tourists, buying Conoco gas and oil in large quantities, told friends, resulting in 1½ new Conoco customers per $1.00 of Digest expenditure.

Copies of the brochure, containing valuable information on cars, tires used, etc. are available as records of low cost advertising return.

# "THE ~~OLD~~ Young LADY has her



OUT in the big, hustling Pacific Northwest there's no little of a hub-bub these days—and a great wagging of tongues.

It all comes about because the ~~Old~~ Young LADY of Oregon has had her face lifted!

The ~~Old~~ Young LADY of Oregon, let it be known, is that staunch, forthright old pioneer, The Oregonian—"Bible" for 84 years to the territory she serves.

In simple truth it must be admitted that the ~~Old~~ Young LADY had become so engrossed in the business of looking after her numerous children that she did appear a bit old fashioned, both in dress and manner. Out-spoken, younger folks here and there made sly jibes about her ringlets and her ruffled pantaloons. While her children held firm in the customs of the forefathers, her grandchildren and her great-grandchildren and her great-great-grandchildren sputtered about the ~~Old~~ Young LADY's neglect of herself, and hinted broadly that newspaper life begins at 40, matures at 60 and ought to be right in the pink at 80.

Now what pioneer spirit could submit to that—being called old-fashioned?

All in one night the ~~Old~~ Young LADY had her face lifted, ringlets bobbed, eyebrows plucked. She appeared next morning in a modish ensemble—shortened, pithy headlines; front page pictures; banner sports lines, and all—a modern, metropolitan newspaper.

"Fine!" said half of Portland.

"Lousy!" said the surprised other



# ADY OF OREGON"

# face lifted

half—bounced right out of an old, complacent habit.

While from out of the broad back country one old-timer went so far as to inquire, "Have you gone on a whinging?"

The argument goes merrily on, while the whole Pacific Northwest watches eagerly to see what the ~~Old~~ Young LADY will do next, for she stoutly maintains that it's fun to be young, and she's going to get younger and younger.

In one respect only does she hold to the past. She insists that the first duty of a newspaper is public service—the basic principle which has endeared the name "Oregonian" to the hearts of Pacific Northwest residents for more than four score of years.

Smart costumes, wind-blown bobs, a touch of rouge? Yes! Youth is fine!

Forsake fundamental principles, policies? — Never! The ~~Old~~ Young LADY must ever be The Oregonian, however young she may become.

Meanwhile, alert local advertisers are utilizing the tremendously increased reader interest resulting from the ~~Old~~ Young LADY's rejuvenation to obtain extra profits from their Oregonian advertising. National advertisers may profitably take a tip from the folks on the sales front of this rich, growing Oregon market. Make sure The Oregonian is on your media list.

Grow sales while the ~~Old~~ Young LADY of Oregon grows *younger* and *younger*.

The OREGONIAN

PORTLAND, OREGON

*National Representatives:* Verree & Conklin, Inc., *New York, Chicago, Detroit, San Francisco* • *National Color Representatives:* Associated Newspaper Color, Inc., *San Francisco, New York, Chicago, Detroit, Los Angeles*

# Thoughts on Selling Space

## Star Salesman Tells Methods That Built His Success: Fourth of Series of Autobiographical Notes

### By A. Wineburgh

IN my experience of over twenty-five years as a solicitor selling advertising, I always made it a point, before calling on a prospect, to get his financial rating. There is no need of proposing a campaign of $20,000, when the resources do not permit a campaign of more than one-tenth the amount.

In advising an advertiser on a proposed advertising campaign, you must consider the amount of money that he is able to spend, if you want the advertising program to receive consideration.

When a solicitor approaches a prospective advertiser, he should only do so if he has fully acquainted himself with the products of the advertiser. Otherwise he is apt to talk nonsense.

It is not infrequently the case that an advertising solicitor—I cannot help but call them solicitors, as that was the term used in my time—approaches the advertiser with only a knowledge of his own proposition. What a prospective advertiser wants is to be told something about his business, not the solicitor's business, until the solicitation progresses sufficiently to make one serve the other.

In addition to looking up the financial rating and the ability of the prospective advertiser to spend the money, I subscribed to a book published in my time called, "King's Notable New Yorkers." This book contained the photographs of all of the leading business men, who were susceptible to flattery, since a man had his photograph included upon the payment of a $10 subscription.

It gave me an opportunity to study the man I was to see, and to know him immediately when I called.

I always bought the product of the manufacturer on whom I intended calling, studied the package, read the literature, and used his product. I called on the retailer handling it, asked how it sold, or what sold in competition with it, the reaction of his customers to the product, the price as compared with that of similar products.

In other words, I got to know something about the product so that I could talk intelligently about it.

I also called upon the wholesaler to get his reaction on selling the product to the retail trade and the profit he made on it.

#### Always Armed with an Idea

I never made a call without having studied and thought of some idea that I believed would be interesting to the prospective advertiser. To this I attribute my greatest success as an advertising solicitor.

Of course, I was acquainted with my own medium and never approached the prospect unless I was fully sold on the possibilities of advertising the prospect's product successfully.

Even so, I confess to being identified with fewer successes than failures.

This again proves that advertising is not a science—at least not to me—and also argues my contention that in knowing so little about advertising, I know as much as anyone. It is simply a matter of using your best judgment and then getting a break, which sometimes happens, and sometimes doesn't.

Some solicitors, instead of believing, are certain—and so was I,

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EDITOR'S NOTE: Previous autobiographical notes that have appeared in this series are: "When Campbell's Was New," Nov. 22, page 41; "When Bull Durham Shocked Fifth Avenue," Nov. 29, page 73; "Heatherbloom Petticoats," Dec. 6, page 57. Others will follow in succeeding issues.

(Copyrighted by A. Wineburgh, 1934)

before I learned that I do not know as much as I believed I knew about advertising.

Advertising is influenced by so many things—the headlines in the newspaper, the weather, and many other conditions.

It is as difficult to judge the humor of the people, and how receptive they are at any particular time—as it is to guess the stock market.

As an example of what a solicitor should not do, I narrate the following story:

A presentable gentleman called upon me with a trade publication, saying that it was the bible of the trade, and that it would influence the retailer and the wholesaler in that trade to handle my goods.

He suggested an expenditure of $10,000. He was convinced that this would increase the sale of my product tremendously, because "my product was an excellent germicide." He said he knew it by reputation and used it in his own household.

I asked him whether he would follow the advice that he had given me if he were in my place. I called his attention to the fact that the article which I was advertising was not even sold through the trade covered by his publication and that it was *not a germicide*.

This is one of the instances that have helped to make many firms feel that advertising is a game to get money instead of a progressive means of developing sound business.

I spoke of the vanity of men when I referred to the publication, "King's Notable New Yorkers." I sometimes think that men have more vanity than women. This is sometimes noticeable so far as their appearance is concerned, but it is notably apparent in a desire to be clever, ingenious and resourceful.

As I have stated, I never called upon a prospect without having some idea, or many ideas, in regard to the man himself and to his business. When an idea which I expressed seemed to appeal to or have the approval of the man to whom I was talking, I did not emphasize it at that time. Sometimes during the interview later on I would refer to the idea with "as you said," repeating the idea which I had expressed originally, but giving him credit for it. In such instances the bait, hook, sinker and line, was swallowed and became the idea of the man to whom I was talking. This made *my* argument as to why he should use my medium *his*.

If I did not succeed in getting business from him, it was because there was some very good reason why not. I have found flattery will go a long way—not always but most of the time.

# When Borden Made Soup

Dramatized Direct Mail
A Division of The Crane-Howard Company
Cleveland, Ohio

*Editor of* Printers' Ink:

As one of the old guard—having been an "advertising woman"—whatever that is—for over a quarter century, it surely did interest me to read Mr. Wineburgh's delightful reminiscences of Campbell's early days. I wish, however, he could be induced to sprinkle in a few dates, because these references will have a long-time value for all of us, present and to come.

Furthermore, it seems to me that right now when advertising has reached one of its critical stages, is just the time to reach into the past and pin a few facts about the formative years. Even if we don't see the immediate value, the history of American advertising in its first triumphant advance is something that we should all help to put on record. First thing you know some of us will pass out of the picture and what we know will go along with us.

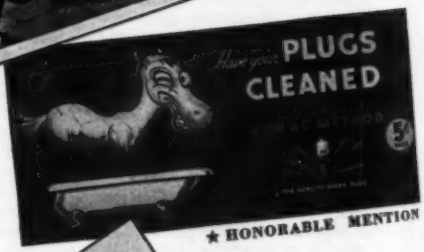
For example, I am the only person living who knows that Gail Borden, he of condensed milk




★ THIRD PRIZE—1934




★ HONORABLE MENTION




★ HONORABLE MENTION




★ HONORABLE MENTION



*Advertising Well Directed*




★ HONORABLE MENTION




★ FIRST PRIZE—1934

# AGAIN CAMPBELL-EWALD LEADS IN POSTER DESIGN

FOR the fourth consecutive year—Campbell-Ewald has won major honors at the National Exhibition of Poster Art—held annually in Chicago.

More than four hundred posters—the finest examples of outdoor advertising produced in America during the last twelve months—competed for recognition this year.

The judges were ten men and women of national reputation in art, advertising and merchandising. *The result*—

To Campbell-Ewald Company—
First and third prizes
Four Honorable Mention awards

And, in addition, twenty-two of the thirty-one posters exhibited by Campbell-Ewald were selected for a place among the "One Hundred Best Posters of the Year."

During the last four years Campbell-Ewald posters have won seven of the twelve major prizes offered at these great national exhibitions.

*Here is the record*—

1931—First and second prizes
1932—First prize
1933—Second and third prizes
1934—First and third prizes

These achievements are mentioned not in any spirit of boasting, but merely as an indication of the outstanding creative ability that has been assembled in this organization for the benefit of its clients, and that extends through every department of advertising and merchandising service.

"Advertising Well Directed" is much more than a mere catch phrase.

## CAMPBELL-EWALD COMPANY

HENRY T. EWALD, *President*
GENERAL MOTORS BLDG., DETROIT

NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO
PORTLAND • TORONTO • MONTREAL

fame, first made his condensing experiments along the lines of soup. I heard it from my father when a child, a casual reference when I asked him to tell me what he knew of earliest Texas days, when Gail Borden and my grandfather, Samuel May Williams (Austin's secretary), were in the first colony. Borden functioned as the blacksmith for the colony at San Felipe, but he was a quiet, contemplative man with a taste for novel experiment. There was a warm personal friendship between the timid Borden and the vigorous, aggressive S. M. Williams. Williams gave Borden some discarded equipment to use in his experiments, but when Borden evolved the first canned soup it was Williams who discouraged the idea, saying, "It's good soup, splendid soup, *but who would ever buy canned soup?*"

It was much later—after the Texas revolt from Mexico and San Felipe was abandoned, that Borden and Williams went to Galveston—Jean Lafitte's old "establishment"—and they were among the small group that founded the Galveston City Company. Borden dropped the idea of soup, fully confident that in matters of both food and business his friend had the better judgment. Later he left Galveston for New York and made a fortune out of his condensed milk.

Some of these facts will be found in the early editions of the Dictionary of National Biography, but nobody knows about this soup episode—nobody but myself—and now, of course, you who are reading these lines.

Doesn't this go to prove that reminiscences are not only interesting—if you can get anybody to listen—but often have interesting historic sidelights of real value?

CAROLINE WILLIAMS CARTER.

[The series of articles by Mr. Wineburgh is creating an unusual amount of interest because of the recalling of interesting historical facts about advertising in the past. PRINTERS' INK welcomes letters like the above because they give an opportunity to put in the permanent records many almost-forgotten facts. Many readers must have stored in their memories historical facts that should be spread before the PRINTERS' INK audience.]

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### Bott Opens New Office

Leo. P. Bott, Jr., who formerly operated the Bott Advertising Agency at Little Rock, Ark., and who moved to New York some time ago, has established his own offices in the Chanin Building, New York.

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### Joins Dayton "Daily News"

James Van Horn, formerly classified advertising manager of the Elyria, Ohio, *Chronicle-Telegram*, has joined the staff of the general advertising department of the Dayton, Ohio, *Daily News*.

• • •

### Devine-Tenney Appointed

The Annapolis, Md., *Evening Capital* and *Maryland Gazette* are again being represented by the Devine-Tenney Corporation, which represented these papers for six years prior to last December.

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### Death of Seymour Schiele

Seymour Schiele, president of the Seymour Schiele Advertising Agency, St. Louis, died recently in that city. He was 61 years old.

### Merritt Heads Meadows Sales

I. N. Merritt, formerly vice-president and general manager of the Grinnell Electrical Manufacturing Company, Grinnell, Iowa, has been appointed vice-president in charge of sales of the Meadows Manufacturing Company with headquarters at Chicago.

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### Has Seed Account

The John A. Salzer Seed Company, La Crosse, Wis., has appointed The Stevens-Davis Company, Chicago, to handle its advertising. Schedules are now being placed with agricultural publications and general magazines.

• • •

### Columbus "Star" Names Hammond

The Columbus, Ohio, *Sunday Star* has appointed Lee Hammond, 123 West Madison Street, Chicago, as its Chicago representative, succeeding Franklin E. Wales.

• • •

### New Directory

The "Advertisers' Guide to Latin-American Markets" is a new directory published by the Allied Publishing Company, 400 South State Street, Chicago.

# Agency Solicitation: How Much and When

**And thus doth the agency solicitation argument continue. This time Mr. Grimes has induced a leading advertising agency vice-president to set forth his views. This gentleman, for reasons of his own, prefers to speak anonymously and so be it. He knows something about agencies and advertising, however, inasmuch as in his previous connection he bought millions of dollars' worth of space for one of the country's outstanding products. He thinks that bell-pushing is ridiculous as applied to this problem; that solicitation should be by invitation and that how much and when are more important elements than the type of presentation used.**

As Told to Bernard A. Grimes

## By an Agency Vice-President

NO one, whether he be agency executive or advertiser, will deny the soundness of most of the criticism chalked up against advertising agency solicitation by the advertisers quoted in a recent PRINTERS' INK article.*

Naturally there are weaknesses in agency selling as there are in other businesses, or, for that matter, in any profession. Most of the weaknesses pointed out, in my opinion, have their origin in attempts to solicit wholesale, or on the spur of the moment. To me the real crux of the problem is the one which should be of more vital concern to the average agency and that is, not what type of solicitation but how much solicitation, and when to solicit.

As one who has been an advertising manager for one of the largest advertisers in the country, I can say that I was familiar with the work of the agencies that were really doing a job for other manufacturers. I knew enough other advertising managers to recognize that many of them were seeking new agencies and would probably make a selection, not on the base of any solicitation, but rather upon a record of performance which some agency had made for one or more clients.

I believe the merchandising fundamentals of all business are basically the same; that anyone who has sound judgment in addition to a flair for advertising and merchandising can quickly absorb a knowledge of the customs and peculiar conditions of any particular industry. I recall that Robert Tinsman, in the article mentioned above, related that a clothing manufacturer told him of an agency which though it solicited his account, did not know a thing about the clothing business. This brings up a thought I have long held, namely: it is not important that an agency intimately know a manufacturer's business. The agency needs to have a broad education in basic principles as these apply to every business. Of more importance is the knowledge that the agency has of the consumer and how to sell him most efficiently.

No agency that devotes itself to a relationship with several clients can hope to run any one manufacturer's business. Neither can an agency, for the same reason, presume to diagnose and offer specifics for the operations of a prospective client. Agencies, by and large, realize that it is folly to attempt to advise or criticize in the absence

* "Agency Solicitation Errors," by Bernard A. Grimes, PRINTERS' INK, November 1, 1934, page 81.

# THE LINK IS FORGED

**We Present a Bigger,
Better, Newer Publication**

## The JEWELERS' CIRCULAR

*with which is combined*

## The KEYSTONE

***Effective as of the JANUARY 1935 Issue***

**The Jewelry Industry—the subscribers and advertisers of both THE KEYSTONE and THE JEWELERS' CIRCULAR, have long expressed a desire to see these two great organizations combined to form A NEW PUBLICATION that would serve TO INSPIRE KEYSTONE one of the greatest forces today in the entire publication field. The combined subscription lists—"Sterling Fine"—representing 925/1000 of the purchasing power, take in practically every worth-while jeweler in this country; whereas, the advertisers**



THE KEYSTONE and THE JEWELERS' CIRCULAR, have long expressed a desire to see these two great organizations combined to form A NEW PUBLICATION that would serve TO INSPIRE KEYSTONE one of the greatest forces today in the entire publication field. The combined subscription lists—"Sterling Fine"—representing 925/1000 of the purchasing power, take in practically every worth-while jeweler in this country; whereas, the advertisers will cover all of the leaders of the trade.

The combining of THE KEYSTONE with THE JEWELERS' CIRCULAR creates A NEW GIANT MERCHANDISING FORCE that will serve advertisers and the Jewelry Trade in a way that neither of the papers alone could accomplish in the past.

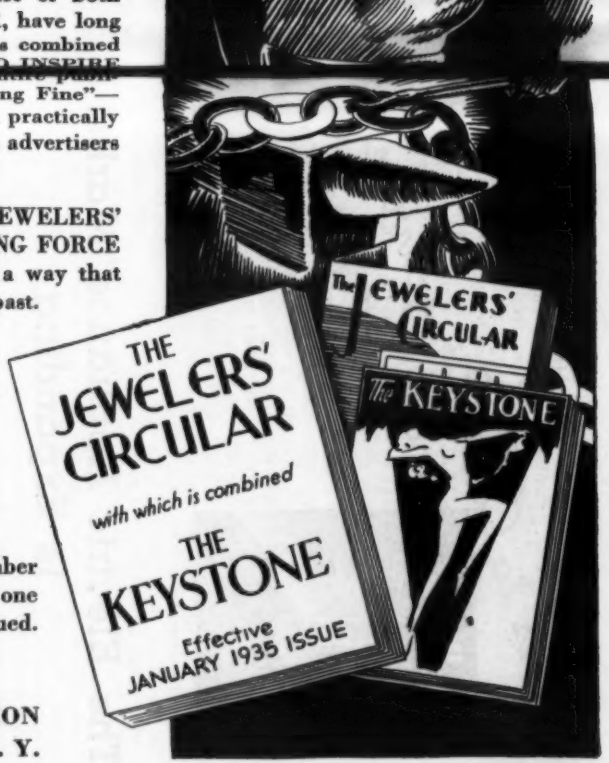
All indications point to the best Christmas business that the Jewelry Trade has enjoyed in many years. That promises well for 1935. The alert manufacturer and agency will plan next year's advertising campaign to start with January. Greater Reader Interest and combined circulation are important factors to be considered.

Final forms for the January issue will close on December 28th. Reserve space immediately for representation in one of the most important Jewelry publications ever issued.

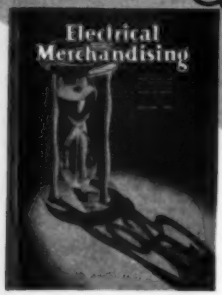
A. B. C. A. B. P.

**THE JEWELERS PUBLISHING CORPORATION**

239 West 39th Street • • New York, N. Y.



Goes to Color Rotogravure in 8 3/8 x 12 in. page size January 1935




# The Electric Appliance Market is Expanding

The jigsaw puzzle of future business conditions is slowly being solved. Piece by piece the picture of prospects for 1935 is being completed. Mark this: Every fact points upward. For the first nine months of 1934 washers show a 19.6% gain; ironers 78.3%; vacuum cleaners 40.5%; refrigerators 29.5%. Sales of radio sets for the year are estimated to be 15.6% ahead of 1933, and tubes are 27.2%. A half million more wired homes are on the market. The use of electrical energy, cheapest of all servants, grows even in times when pennies are pinched.

Electrical Merchandising is getting ready to serve these improving business conditions. With the January issue it will offer color rotogravure and print in a new, handy size page. It offers the shortest way to the diverse and scattered market that sells electrical appliances.

## Electrical Merchandising

Published by McGraw-Hill Publishing Co., Inc.,
330 W. 42nd St., New York, N. Y.

of full information. Yet the pitfalls of such a course often confront an agency when it is given an unexpected lead which must be acted upon immediately. Prudence is discarded in the ensuing haste to make good.

For example, suppose an agency, through some contact or other, is asked to solicit a boiler manufacturer's account. Until some one in that agency has acquired knowledge of that manufacturer's actual marketing conditions, the agency has no right to attempt a specific presentation. It has the right to ask to be taken into the confidence of the manufacturer so that it may intelligently fit its recommendations into what that manufacturer is trying to do.

### Thinks Solicitation by Invitation Best

My own belief is that solicitations are best conducted by invitation from the advertiser. When the invitation is received, the agency must be smart enough to know its own weaknesses and strength and determine whether these should dictate acceptance.

An agency that has a well-rounded organization has plenty to talk about that should be new information to a prospect. There is, first, its personnel of men who have actual merchandising and advertising experience. There is, second, what I term the manufacturing department, the men who have to study the agency's product and deliver it through those who have been delegated the client's representatives in the agency.

This is sound solicitation and is in marked contrast to the silly practice, indulged in by some agencies, of sending young men out to do what amounts to little more than ringing doorbells. Call records keep tab on these young men who it is hoped will, in time, call often enough to get an account. This is a deplorable waste of time for the agency and an imposition on the advertiser. You cannot establish yourself with a prospective client by blanket coverage any more than you can hope to hold close relations with present clients by giving them wholesale service.

So much for the agency end of soliciting which brings me to the advertiser's end. Many who would never think to do so, ought to encourage solicitation. I have seen companies satisfied with their agencies when they should have been dissatisfied. These companies just didn't seem to desire to make a change in old habits even though their products failed to maintain their sales position in the industry. Such an attitude has frequently been one of the contributing factors that have led to no few or small management re-organizations.

Another interesting observation is that too few advertisers know how to look for or select the type of agency best suited to their needs. In this connection I might also mention that too many of them use advertising agencies because of banking, social and other relationships. I do not mean to imply that in all cases such relationships are not desirable, but I have seen many cases where such relationship prevented the presentation of constructive new ideas to the company.

Agency selection, I believe, should be based on a careful survey of personnel and record of past performances of the agency under advisement.

It is my further belief that the client should insist upon seeing the product the agency under consideration recommends for his use. I have in mind simplified presentations which help a prospect to visualize an agency's recommendations. They give the advertiser a chance to see the product he will get.

### Should a Prospective Client Hear Every Agency?

This brings up the factor of the "open door" policy followed by numerous advertisers who are always ready to listen to those who have suggestions to offer. This policy has its advantages, as previous contributors to this discussion have pointed out, but frequently it is a question whether the benefits offset the disadvantages to the agency. The tendency to

submit extravagant presentations is one of the disadvantages. Some "shows" have cost thousands of dollars. Money so freely spent sometimes has its net result in developing a sense of obligation on the part of an advertiser who feels that, by being open minded, he has encouraged this waste. It has wrecked a number of smaller agencies.

And now comes my most important observation, namely, that if agencies would spend as much time and thought on building each of their present clients' businesses, new business would automatically take care of itself. Actually, advertising agencies sometimes get ideas for companies who are not clients and when they do create some outstanding advertising or merchandising idea, then it would be poor business judgment on their part not to solicit the account.

As one who has been an advertising manager, I cannot agree with the contentions brought up in PRINTERS' INK articles* to the effect that most agency presentations are poor. As a matter of fact, my past experience leads me to believe that their presentations are usually far superior to their ability to perform after they get the account. My experience is that most agency men are darn good salesmen, but no agency should be selected on its sales ability, but rather on its ability to create effective advertising, as well as to suggest new merchandising and sales promotion plans.

* "In Selecting and Paying an Advertising Agency," by Lee H. Bristol, PRINTERS' INK, September 13, 1934, page 7. "Agency Solicitation Errors," by Bernard A. Grimes, PRINTERS' INK, November 1, 1934, page 81.

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## Chicago Federated Advertising Club Elects Thain

Richard J. Thain, advertising and sales promotion director of Carson, Pirie, Scott & Company, is the new president of the Chicago Federated Advertising Club. He succeeds W. Frank McClure, vice-president of Carroll Dean Murphy, Inc.



Apex Photo

Richard J. Thain

Lyman L. Weld, secretary, Mitchell-Faust Advertising Company, has been elected first vice-president. W. J. Byrnes, manager of publicity, Chicago *Tribune* is second vice-president and Mercedes J. Hurst, Commonwealth Edison Company, is third vice-president.

Chester L. Price, director of advertising, City National Bank & Trust Company, was named secretary and G. D. Crain, Jr., publisher of *Advertising Age*, treasurer.

• • •

## Joins Electrical Products

William G. King, for the last ten years sales manager of the Bird and Jex Company, Salt Lake City, outdoor advertising, has resigned that position to become special representative of Electrical Products Consolidated, with headquarters at Salt Lake City. He is a former president of the Salt Lake Advertising Club.

## "The American Weekly" Sales Executives Meet

A three-day conference of the sales organization of *The American Weekly* was held at New York this week. Mortimer Berkowitz, general manager, presided at all sessions, assisted by three divisional vice-presidents, William C. Spargo, New York; H. J. C. Henderson, Chicago, and E. M. Swasey, Los Angeles.

The following territorial managers also assisted: W. S. Patjens, Eastern manager, New York; J. B. Meigs, Western manager, Chicago; F. C. Brown, Michigan manager, Detroit; F. L. Miller, Ohio manager, Cleveland; L. W. Stetson, New England manager, Boston, and R. M. Dodson, Southern manager, Atlanta.

Among those who addressed the conference were: Merrill Goddard, editor of *The American Weekly;* B. C. Forbes; Victor H. Polachek, Hearst general management director of circulation and promotion; Mrs. Christine Frederick; Perry Long, production manager, *The American Weekly;* Clarence Francis, executive vice-president, General Foods Corporation; P. W. Marshburn, vice-president, Northam Warren Corporation, and Kenneth Collins, assistant to president, Gimbel Brothers.

• • •

## Appoint Kaufman Agency

The Henry J. Kaufman Advertising Agency, Washington, D. C., has been appointed to handle the national advertising of Washington Properties, Inc., controlling the Wardman Park and Carlton Hotels. The Marlene Company, Washington, cosmetics, has also appointed Kaufman to handle its direct-mail, radio and newspaper advertising.

# To those who buy space for Leading American Advertisers

America's industrial leaders have honored the Atlantic Monthly by selecting it to carry out a distinguished mission. Watch the advertising columns of the January issue.*



*Out about December 20th

*Announcing*

THE APPOINTMENT OF

RALPH RICHMOND

as

PRESIDENT

of

WILLIAM GREEN, INC.

*Founded in 1886*

*Complete Service in*
CREATIVE DIRECT MAIL

•

MR. RICHMOND, a writer and plan man of many years' experience, was vice-president in charge of copy of the former Soule, Feeley & Richmond, Inc., advertising agency of New York and Syracuse, handling many large national accounts. He comes to the head of William Green direct from his own successful service as Creative Advertising Writer. • Mr. Richmond's experience and talents in the production of result-getting direct mail, and creative sales literature of every kind, are now at the service of all advertisers.

• John J. O'Donnell and I. H. Mitchell have been named vice-presidents in charge of client contact.

WILLIAM GREEN, INC.
209 West 38th Street New York
*Telephone Wisconsin 7-7296*

# Magazine Men Would Retain Present Agency Plan

## Statement Takes Issue with A. N. A. Report

"YOU, as manufacturers, hold and exercise the right to distribute your goods in the manner that seems best to you, to include in this distributing process the amount and type of service that you believe will make your product most satisfactory to the user and thus enhance your business. We, as publishers, claim only the same prerogative."

This is from the first open statement by a group of publishers in response to the report on advertising agency compensation issued by the Association of National Advertisers and endorsed by members at its recent convention at Atlantic City. The statement is by the Periodical Publishers Association and is addressed to Lee H. Bristol, Allyn B. McIntire and Stuart Peabody, trustees of the A. N. A. study.

Members of the P. P. A. are the Crowell Publishing Company, International Magazine Company, and the McCall Company.

The publishers explain that "we are well cognizant of the fact that the approach of your organization to this problem was one of sincerity and we have no quarrel with the spirit in which the question was considered nor with the manner of its presentation.

"In this study you proposed a fundamental change in the structure of our business operations. This proposal we consider inimical to our best interests and we believe in the long run to your own."

The hope also is expressed that the trustees "will receive our conclusions on these points in the same spirit with which we received yours. The point of view expressed in your report is so far removed from what we think that it seems desirable to us to re-state our position, which we do herewith."

In affirming support of the present commission system, the P. P. A. takes up the points, one by one, stressed against that system in the A. N. A. study. Its examination into and its analysis of each point, even where flat contradiction of the soundness of A. N. A. conclusions are involved, is marked with the restraint which characterized submission of the A. N. A. study to publishers and advertising agents by Mr. Bristol in his speech at Atlantic City.

### Both Sides Have Handled Problem in Good Spirit

The P. P. A. statement makes it apparent that both sides have dropped everything suggestive of the spirit of acrimony previously displayed when this problem has come up for deliberation. An honest difference of opinion does exist. But it is openly discussed, and promptly so, as evidenced by the P. P. A.'s statement which is issued just three weeks after the A. N. A. meeting.

"May we particularly call your attention" wrote the P. P. A. to agencies, "to the last three paragraphs of that statement, since their import to agencies is clear and obvious. These paragraphs, together with the entire statement, explain the agreement we consider to exist between every agency on our recommended list and our publisher members."

The three paragraphs of the statement referred to read as follows:

"We would be unfair to our principles and interests if we did not reiterate and make clear the conditions under which agents have the recommendation of the Periodical Publishers Association and the recognition of its members.

"We look to these agents as assuming full responsibility for carrying out each contract now made or to be made with us. We

consider them responsible for payment of all bills when due us under such contracts.

"In allowing the agent a 15 per cent commission on business placed with our members we wish to reiterate that we expect him to translate this into service to advertisers, into the developing of advertising, and into profit to himself."

The statement in its introductory paragraphs traces the history of the Quoin Club, organized in 1901 and predecessor of the P. P. A. It reviews the principles laid down by the Quoin Club, and since adhered to by the P. P. A., on issuance of rate cards and qualifications for agency recognition.

**Four Standards of Agency Recognition**

The standards of recognition are four:

a. *Bona Fides.* The agency must be operating primarily in the agency business, translating the commissions paid by the publishers into service to the advertiser. It could not be a mere subterfuge through which the advertiser would get a lower rate from the publisher.

b. *Demonstrated Ability.* The agency and its principals must have demonstrated their ability to give competent advertising service to the advertisers.

c. *Financial Responsibility.* The agency must have sufficient resources to give financial responsibility.

d. *Freedom from affiliation with any form of advertising media.* Since competent service to advertisers demanded unprejudiced judgment in the choice of media, the agent must not be engaged in or affiliated with the business of any medium.

These fundamental principles, it is pointed out, have been unchanged for more than thirty years and are credited with the great growth of the publishers' business that has taken place during that time.

"It is only natural then," the P. P. A. declares, "that the publishers should be very reluctant to change a successful system. Certainly they will not do so without adequate evidence that a new method would serve them better than the old"

The legal status of the advertising agency as an agent is one of the major points of discussion in the A. N. A. study which submits the conclusion that the agency is the agent of the advertiser. The P. P. A. takes issue with this opinion.

"For many years there have been frequent discussions of the question as to whose agent the advertising agent is in law," to quote from the statement. "These have seemed to us to be academic and have not given due consideration to the actual practices in the business.

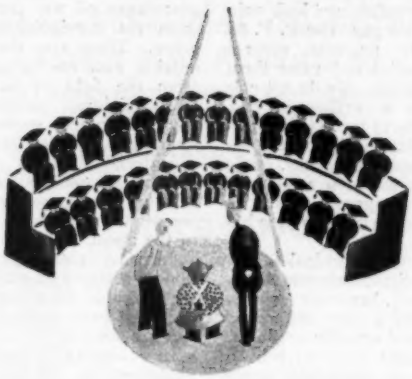
"The contention that he is the advertiser's agent has often been advanced. We, therefore, point out the established practices which preclude such a theory.

"First, no one has contended that the first agencies were the agents of the advertisers. Whatever their status, the conditions were, so far as magazines are concerned, changed with the advent of the Quoin Club thirty-three years ago. The principles then established for the control of the business still obtain, and with these the status of the agency, legally, or otherwise, remains unchanged.

"Second, it has always been the publisher who passed judgment and decided whether to recognize the agency or not—in other words the publisher determines who gets the commission.

**Agencies' Financial Responsibilities**

"Third, the agency, from its earliest days, has been responsible to the publisher for carrying out contracts and paying bills. All of his financial operations have been in line with this responsibilty. Agences have paid publishers large amounts, totaling millions, in fact, for space for which they were unable to collect from the advertisers. Agencies, not publishers, pass on the credit of the advertisers. Many agencies carry credit insurance for protection. When the agencies suffer credit losses, they either



# PUTTING THE SPOT ON DEALERS

The twenty-six professors of The Psychological Corporation call it "A Study of the Relative Effectiveness of Major Advertising Media", but we have three little words for it—"Dealers Prefer Radio".

**NATIONAL BROADCASTING COMPANY, INC.**

*A Radio Corporation of America Subsidiary*

NEW YORK • WASHINGTON • CHICAGO • SAN FRANCISCO

Write for our new booklet, "The Butcher . . . The Baker . . . The Candlestick Maker" . . . it's a pip! Packed with things you ought to know about Druggists, Grocers and Gasoline Dealers.

make good to the media owners, or become insolvent. This is entirely inconsistent with the theory that the advertiser is the principal and the agency his agent.

"Fourth, the publishers look only to the agency for pay. The P. P. A. regularly gets financial reports from the agencies and rates them for credit purposes. We do not collect from the advertiser in case the agency fails to pay. If the principal agent relationship existed between advertiser and agency, every insolvent agent would be a criminal, guilty of misappropriation of funds. No such criminal action has been taken.

"Fifth, if the principal-agency relationship existed between advertiser and agency, bankrupt agencies would be treated very differently from the method actually employed. Their receivables from advertisers and payables to publishers would be allocated each to each. Instead, however, the resources are always put into a common fund and distributed pro rata.

"The fact that the agency, in ordering space, must disclose the advertiser, has often confused the question. The reason for this practice, however, is that this is required by the publisher as a necessary means of exercising his control over the character of the advertising which goes into his pages and for the allocation of his space.

### Why Does Publisher Pay Commission to Agent?

"The question naturally arises as to why the publisher pays the commission to the agent. The publisher pays the commission for a definite purpose—to assure competent service to the advertiser and to promote further development of advertising through a knowledge of its effective use.

"There has also been the question as to whom the agency owes his loyalty. Since the publisher pays the agency for service to the advertiser there is no disagreement on the point. By giving loyalty to the advertiser, the agent is best serving all three—advertiser, publisher and himself.

"We reiterate that the commission is paid to the agent for service to the publisher rendered to the advertiser."

The statement next takes up the advantages of the present system from the standpoint of the publisher. These are: the fixed commission removes agency selection from the field of bargaining; a fixed minimum compensation allows a limited number of outstandingly capable agents to make a material financial success and, for that reason is attractive to the best brains; knowledge that compensation is fixed is an incentive to the agent to find products with advertising potentialities; regulation by recognition tends to prevent the incapable, inexperienced and the dishonest from setting up as advertising agents.

In re-stating its position and in explaining its reasons for so doing, the P. P. A. makes it clear that consideration has been given to the problems which would be imposed on publishers should the present system be abandoned. One of these considerations has to do with the assumption that space would be sold for the same price publishers now get and that the full amount of the commission might be put to some other use.

Such an assumption is not true, the statement declares, as publishers, depending upon their individual viewpoints, would be forced to take on additional and important duties.

The discarding of a tried system for any one of a number of experiments, it is felt, would result in a decline in advertising volume. Given a diminishing or uncertain compensation to agencies, and a lessened incentive to develop both new and old advertisers, the quality of agency service would suffer with the inevitable consequence of lower advertising volume.

"The large circulation magazines, however," the P. P. A. submits, "are set up on a basis that requires volume. Volume has enabled them to maintain their present rates per unit of circulation. So, a decline in volume would mean an increase in space costs."

# Printing

## Catalogues • Publications • General Printing
## Direct Mail Advertising

*ARTISTS - COPYWRITERS - ENGRAVERS - ELECTROTYPERS*
*PLANNING - PHOTOGRAPHING*

**DEPENDABLE PRINTING**

*Business Methods and Financial Responsibility the Highest. Inquire of Credit Agency, Dun & Bradstreet, Inc., and First National Bank, Chicago, Illinois*



A LARGE, EFFICIENT AND COMPLETELY EQUIPPED PRINTING PLANT

•

*DAY and NIGHT OPERATION*

•

**Printing and Advertising Counsellors**

## OUR SERVICES

**TYPESETTING**
(Linotype, Monotype and Hand)

**PRESSWORK**
(The Usual as well as Colors)

**BINDING**
(The Usual, Machine Gathering, Covering and Wireless Binding)

**MAILING**
(This Dept. is equipped to deliver to the post office or customers as fast as printed and bound)

**ELECTROTYPING AND ENGRAVING**
(Our facilities are up-to-date and can take care of any sized orders)

**ADVERTISING SERVICE**
(Planning, copywriting, designing, photographing and artwork)

*Our Specialties*

Catalogues
Booklets
Publications
Trade Papers
Magazines
House Organs
Price Lists
Pamphlets
Proceedings
Directories
Histories
Books
Broadsides
Folders
Circulars and
General Printing

**PROPER QUALITY**
Because of up-to-date equipment and best workmen

**QUICK DELIVERY**
Because of automatic machinery. Day and night service

**RIGHT PRICE**
Because of superior facilities and efficient management

**TO OUR PROSPECTIVE CUSTOMERS**—Our growing business which comes *from all parts of the United States* is because of satisfied customers. For your investigation further we will be pleased to furnish the names of well known firms who are our present customers. Consulting with us about your printing problems and asking for estimates does not place you under any obligation.

**Secure our proposal on your printing • Large and small orders solicited • Proposals made on all or any part of our services**

—— ✻ ——

## PRINTING PRODUCTS CORPORATION

**Telephone Wabash 3380**
**All Departments**

*Established 1888*

**Polk and La Salle Streets**
**Chicago, Illinois**

**EXECUTIVES:**

**Luther C. Rogers**, Chairman Board Directors
**A. B. Schulz**, President and General Manager
**J. W. Hutchinson**, Vice Pres. and Sales Director
**H. J. Whitcomb**, Vice President
**W. E. Freeland**, Secretary and Treasurer

# Jobs and How to Find Them: A Working Formula

*(Continued from page 10)*

the industrial applications of engineering theories and processes.

While a student is progressing through the various plants of the companies to jobs of greater and greater responsibility, he is at the same time acquiring at the Institute engineering information and scientific habits of thought. His engineering studies and his practical experience pursued in alternate school terms complement each other. His engineering study makes him more competent to carry on the practical work of the shop and engineering offices. His practical work enables him to approach his studies more intelligently and to see the universality in the application of the fundamental laws of science and of scientific methods of approach. His imagination and creative ability are stimulated. He sees beyond the page of the textbook and the job immediately at hand.

### The Graduate Has Combined Facts and Theories

Finally, when he graduates he knows how things are done in industry, and why organizations function or fail to function. He is acquainted not only with scientific facts and theories, but also with modern corporate organization and business procedure. When he goes about getting a job he doesn't have to grope around blindly. He has already made numerous business contacts and knows how to utilize them in his program of finding a job. He has been supplied with all the necessary facts and has been trained in the correct methods of solution. All he has to do is to get busy. The solution may be arduous, but the results are certain, if he but sticks to sound principles of analysis and procedure.

In the first place he must understand that during the depression "The student market is a buyer's market and the initiative must be taken by the seller." Instead of sitting still and waiting for the employers to seek him and examine his wares, the student must seek out prospective employers and sell his wares; that is, he must be a salesman, and a good one, for he is up against stiff competition.

The Institute accordingly has set about training its graduating class in the fundamental principles of good salesmanship, not high-pressure salesmanship, but that sort of salesmanship which should enable the young man to locate prospective buyers, approach them understandingly, and present his wares honestly and effectively. It has divided the process of instruction into four major steps:

1. Analyze and thoroughly understand what you have to sell.
2. Analyze and become thoroughly acquainted with your market.
3. Analyze all possible methods of approach to your prospects.
4. Get busy and keep busy until you have landed the job that you are best fitted to fill, and in which you are most likely to succeed.

Much has been written, including many excellent books, on the second and third items of this procedure. The first item, however, which is by no means the least important, is recognized as the most difficult, and I believe that a more detailed description of it will indicate the method of procedure in other parts of the plan as well.

Accordingly, I am describing this part of the program in greater detail, assuming that the reader will understand that similar details are just as adequately considered in the other three steps.

The student's wares are his services. The first step in training a good salesman is to make certain that he has a thorough and accur-

# 21%
# PLUS VALUE

When the Times-Union's present advertising rate of 13 cents a line was established the daily circulation was 50,962 . . . . . .

TODAY IT EXCEEDS

## 61,000

To be exact, the November 1934 net paid DAILY AVERAGE was

## 61,718

Here is a plus value of more than 21 per cent in Florida's largest newspaper . . . the lowest milline rate in the most promising market in America . . . and the biggest advertising bargain your advertising dollar ever bought.

**The Florida Times-Union**

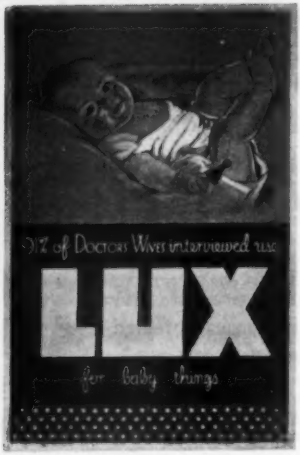
LARGEST CIRCULATION IN JACKSONVILLE

*Daily*—FLORIDA'S LARGEST NEWSPAPER *Sunday*

Represented Nationally by REYNOLDS-FITZGERALD, Inc.

New York Chicago Detroit San Francisco Los Angeles

GARNER & GRANT, Atlanta, Georgia




**Whether for wall, window or outdoor panel, Erie posters give you faithful reproduction of the original art. Are we quoting on your requirements?**

ERIE
LITHOGRAPHING & PRINTING CO.
ERIE PENNSYLVANIA

ate knowledge of the product he is endeavoring to sell. He must know his product, believe in it and be enthusiastic about it. So the first step in training the student to sell his services is to set him to work making a careful analysis of what he can do.

This actually boils down to a job of self-analysis—one of the most difficult of tasks, and filled with numerous pitfalls. Nothing is so hard as to stand off and examine yourself objectively in a thoroughgoing honest manner, but it must be done. It is not enough just to sit around and dream and wonder what you would like to be, and "moon" about what you hope you might be. You have got to know what you really are—what your liabilities are as well as your assets. The most systematic way of going about this is to write down a list of objective facts about yourself. It is not enough just casually to pass these through your mind.

For this purpose the Institute has prepared a form which the members of the graduating class fill out. The items are listed under two heads:

1-a. My record up to date.
1-b. Qualities responsible for this record.

Under the first head comes such topics as education, jobs held, spare-time activities or hobbies. The expansion of the first of these topics will show which subjects you studied with ease and which with difficulty, and which were interesting and which were boring. You ask yourself such questions as these: did you get satisfaction in carrying through an assigned problem, or are you prolific in ideas but do not desire to pursue any of them deeply? Which teachers did you like best and what were their characteristics? Have you been sought by other students for conferences on your common studies because of your clear understanding of them, and which subjects were these? What were your extra-curricular activities?

Under the topic "Jobs Held" such questions as the following are to be considered: what were your at-

titudes toward jobs held during vacation or during co-operative periods? Did you show a flair for the financial aspects, or did you take more interest in the technical side of the job? What evidence did you have that your work was satisfactory, or of unusual excellence? How did you get along with your associates? Were you picked as a leader and given charge of any of these jobs?

With regard to "Spare-time Activities," the following questions are pertinent: Are your hobbies indoor or outdoor? Do you indulge in them alone or do they involve association with others? Do they require chiefly mental concentration or involve chiefly physical development? Do they require you to be energetic or do they incline toward inactivity?

These questions and suggestions do not by any means represent the totality of the important ones, but are illustrative of the considerations which form an experimental basis for the judgment of one's abilities.

The second item in this task of self analysis, "Qualities Responsible for the Record," probes more deeply in an attempt to show why the elements of the record are as they are. To this end the following questions are suggested: what are the fundamental attributes which caused you to make your advance? Have you just profited from these experiences merely because of opportunity, or have you exhibited careful planning and strong determination to carry your plans into effect? Are you industrious? How good is your judgment? Are you practical? Is your character sound—that is, can you depend upon yourself and can others depend upon you to do a job? Do you like people in general or do you have strong personal dislikes? Are you extremely argumentative? Have you learned to reason calmly and precisely, or are you emotional and sentimental in reaching conclusions?

Again, these are only sample questions out of many pertinent ones. Such questions as these are not easy to answer even when ap-



THE MEASURE OF VALUE

*

NOT price alone, not results alone, but price in relation to results is the measure of value in advertising space. Punch space may be costlier than much other space; but advertisers have written that the results it yields prove it the least expensive of all! That's value. And remember that, besides immediate sales, Punch surely builds reputation, which is itself a powerful builder of further sales. And it builds new markets, selling your product in fresh fields, where it has never sold before. And it builds distribution, since traders everywhere know that merchandise appearing in Punch is merchandise that will be asked for. Are you using Punch enough?

PUNCH

MARION JEAN LYON, ADVERTISEMENT MANAGER, PUNCH, 10, BOUVERIE ST., LONDON, E.C.4, ENGLAND. MEMBER OF THE AUDIT BUREAU OF CIRCULATIONS

THIS IS OUR

LAST opportunity

To wish you the

SEASON'S GREETINGS.

So, in the TRULY

ALTRUISTIC SPIRIT

Of the OCCASION

We shall REFRAIN

From URGING YOU

TO USE & SPECIFY

OUR GENUINE 23-K

GOLD LEAF

And confine ourselves

To WISHING that you

Have a VERY

MERRY CHRISTMAS

And a *BRIGHT* NEW YEAR

(We couldn't resist the

"BRIGHT." Forgive us?)

HASTINGS & COMPANY

819 FILBERT ST., PHILA., PA.

Gold Beaters Since 1820

plied to one's associates, and still more difficult when applied to one's self. The decided advantage which the co-operative students have is clearly apparent. They have been tested in industry and have a wealth of experiences which furnish them with a fund of data for answering such inquiries.

From the results of this analysis, the student should be able to make up a short balance sheet which will be a fair description of just what he has to sell. It will indicate his strong points and his limitations.

The student is now ready to take the second step in his salesmanship training—that is, to make a similar analysis of the field where his services are to be offered. We have listed this part of the course under a heading, "General Field of Endeavor for Which My Qualities Fit Me." One method of analysis is to make a functional analysis of industry under the topics: research, development, manufacturing, engineering, sales, patent law, etc. These topics have been broken down and described in detail in such books as "Vocational Guidance in Engineering Lines" sponsored by the American Association of Engineers, and in many other similar books and articles; so it is not necessary to go into the details of this part of the course. It is sufficient to state that after a student has made the analysis of these first two steps he is in a position to correlate his aptitudes and abilities with those particular fields of industry in which his qualifications can most effectively be utilized.

Having become thoroughly acquainted with just what he has to sell, and with the field in which his wares are to be offered, his next step is to learn how to do the job of selling. This is analyzed under two topics:

3-a. Make an exhaustive list of your contacts with industry.

3-b. Study the best methods of using your contacts.

Under 3-a the student draws up a list of all his principal contacts. It is very important that he put these down in writing, because by this process one contact suggests

others, so that even before he makes use of any of them, the contacts begin to fan out into almost unbelievably large numbers. Many a student who believed he has no acquaintances, friends or relatives, who were potential contacts with industry, found, after he had hesitatingly written down a few names, that his list soon grew to unexpected proportions, and often resulted in the discovery of unusually live leads.

Instruction in how to make use of the discovered contacts is a difficult problem and very nearly boils down to the individual training of each student. While the Institute has emphasized the means of making a good impression at an interview, it has not tried to train men in the minutiae of entrance into an office, what to do with his hat, etc. We have not tried to make over our students. Our fundamental instructions are:

"Be yourself. Do all you can to make it easy for the employer to see just what kind of a man you are and just what you can do. Don't shut up like a clam and compel him to pry you open. On the other hand, don't bore him with too much detail. You believe in yourself, so have a confident air; but remember, this does not mean a cocky air."

This is what we mean by "Be yourself."

Too much emphasis cannot be put upon this last point. It is absolutely necessary that the student must understand that on the one hand we are not training him for high-pressure salesmanship, nor, on the other, are we in any way suggesting that he is to go begging for a job. The true course of good salesmanship lies about equidistant between these extremes.

The results of this training course have been most gratifying. Even in these difficult times, an overwhelming majority of our students have found jobs, and the most gratifying part of it is, that in general the right man has found the right job.


# Are Your Sales and Promotion Efforts Clicking?

*Maybe your plans are going fine, but do they need that added something that rings the cash register? . . . Do you need more sales promotion? . . . Does your sales and advertising effort need more co-ordinating? . . . Can you use an ambassador of good-will—a good public relations man? . . . Do you need a modern sales or advertising manager? . . . Do you need a MAN??*

**HERE'S HIS RECORD:**

**He has supervised advertising, sales promotion, merchandising and selling, and public relations work. He has directed and worked with salesmen in the field from coast to coast. He has contacted, sold and developed jobbers, distributors and dealers. He is familiar with territories, populations and possibilities in every corner of the U.S.A.**

**He is a man's-size fighter, with a personality that inspires respect and attention; a trained organizer and leader; a good writer; an experienced speaker; a fine personal salesman. College man — 39 — widely traveled, cultured and creative.**

**At present sales manager in New York City, he would like to change January 1st or later. Starting salary $7500. Details in confidence.**

**Address "E," Box 22, Printers' Ink.**

# Rounding Up the Alumni

## Oil Company Uses Direct Mail to Get Old Grads to Listen to Football Broadcast

WHEN Associated Oil Company, exclusive sponsor of broadcasts of Pacific Coast football games, decided to put the "Big Game" between California and Stanford on a coast-to-coast network this year as the result of




**Newspaper copy also merchandises the football broadcasts**

requests of alumni of both schools, it was faced with the problem of quickly advising as many alumni as possible throughout the United States of the broadcasts.

A real answer was the use of printed announcements, mailed to some 18,000 active alumni of both schools, telling them about the "Big Game" broadcast and listing the stations and times.

Associated's advertising manager, Harold R. Deal, called upon the California and Stanford alumni organizations for help. Envelopes were sent to these alumni offices and addressed there from their own plates and then returned to Associated for mailing. Alumni in California, Oregon and Washington, who are accustomed to the company's "Big Game" broadcast as an annual event, were excepted from the mailing.

Hundreds of telegrams of appreciation from California and Stanford alumni throughout the nation resulted from the company's good-will gesture. In addition to the coast-to-coast broadcast, the game was also sent to Honolulu, Manila and Berlin where alumni of both schools staged special meetings for the occasion.

Besides sponsoring football broadcasts successfully for the ninth consecutive year, this company has tied in with many other phases of football during the season. Printed give-away items, running into several hundred thousand, find favor with Western motorists. These include:

1. Football schedules at the beginning of the season, giving all conference games, games by stadia, last year's scores, comments on rule changes by football officials, information on coaches and their systems.

2. Grid charts that enable those attending games or listening to the radio to record the progress of the ball up and down the field.

3. Schedule of radio broadcasts.

4. College football song books, containing the songs of sixteen of the larger Western universities.

5. Reproduction of best football action picture of 1934 (not yet selected) for mailing to Associated customers.

Posters and newspaper advertisements tell Western motorists about these services, which help build good-will for company dealers and lead to the sale of more products. Football broadcasts were also tied in with a novel announcement advertisement on the introduction of Associated's New Cycol Motor Oil in cans, appearing in full color pages in Sunday sections of major Pacific Coast newspapers.

## Amateurs Go National

THE Hudson Motor Car Company is using the present popular radio "Amateur Hour" as a basis of a new merchandising and local dealer tie-up.

Kate Smith, under Hudson sponsorship, will conduct an extensive search for new talent in various cities throughout the United States. Each Friday Miss Smith will appear in a different city to act as judge of the final contestants in amateur auditions held at the local broadcasting station. She will stage a quarter-hour program of her songs over this station. During the program she will announce the two winners, who are to be rewarded with a later appearance on one of Miss Smith's network programs.

The program is to be carried over a nation-wide chain and is titled "Hudson's New-Star Revue." The Hudson-Essex distributors in the city where these auditions are being held are sponsoring the local broadcasts. In this way they are tying in with the network broadcast. This unusual tie-up makes the parent company's distributors actual, rather than theoretical, participants in a national series.

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### Section C of 4A's Study Now Ready

Section C of Market and Newspaper Statistics, Volume III, has been released by the American Association of Advertising Agencies. It deals with the forty-six cities over 100,000 population for which A. B. C. audit reports were issued for periods ended March 31, 1934.

It is similar in form to Sections A and B, issued last July which covered respectively the twenty-seven cities having audits to September 30, 1933, and the twenty-two cities having audits to December 31, 1933.

Section D, covering cities having audits for periods ended June 31, 1934, will be issued as soon as possible after audits are available.

• • •

### Fisch Heads Fort Worth Sales Managers

H. N. Fisch, sales manager of H. J. Justin & Sons, boot and shoe manufacturers, has been elected president of the Fort Worth, Tex., Sales Managers Club. E. C. Whitcomb, new business manager, Lone Star Gas Company, was elected vice-president; Charles G. Cotton, Chamber of Commerce, secretary, and Virgil Buzard, Tayloe Paper Company, treasurer.


**Advertising Salesman**

with fourteen years' successful record on leading magazines—including large industrial publishers is now selling in another field. Wants to get back with first love where he will be happier. Highest references. Address "G," Box 23, Printers' Ink.

**NEW PRODUCT**

ready for home, auto, electrical, sports, industrial and other markets. (10c-25c etc., repeater). No competition. Depression proof. Potential market offers quarter million yearly profits. Over 50 leading jobbers sold. Need $15,000 for expansion or will consider exclusive sales franchise with responsible parties. "D," Box 21, P. I.

STRICTLY MODERN SERVICE

Hotel service in modern tempo must be as unobtrusive as it is complete—unstinting in extra luxuries and individual attentions, yet never calling notice to itself . . . Such service is yours at the Benjamin Franklin, along with exceptionally fine room facilities and uncommonly reasonable rates.

1200 Outside Rooms
1200 Modern Baths




Single Rooms from $3.50
DoubleRooms from $5.00

THE BENJAMIN FRANKLIN

CHESTNUT and NINTH STREETS, PHILADELPHIA
E. LESLIE SEFTON, Managing Director
The Largest Unit in the United Hotels Chain

# MEN LIKE THIS
## *are hard to find*

THIS man has been vice-president of two tremendously successful multi-million-dollar corporations. Fourteen years with one and nine years with the other. He has had wide experience in advertising and sales promotion. His business career has been unusual and brilliant... Now his services are available to an advertising agency or manufacturer, desiring an executive of experience and sound judgment, a "builder of good will"... Or, to a trade association or industry, as "code authority" or national representative.

Naturally, this man has contacts of importance and can furnish highest references to interested parties.

*Please address inquiries to—*

"V" Box 295 PRINTERS' INK WEEKLY
New York City

# Executive Desires Position

as assistant to the president, sales manager or general manager.

In all human activities it is a well-established fact that specific preparation in some definite form must precede specific accomplishment. For fifteen years it has been my privilege to supervise sales, production and purchasing, in the capacity of sales manager, general manager and vice-president.

Ability achievement is void of superhuman or high-pressure tactics in their relation to accomplishing the impossible, but rather leans towards common sense.

Past record clean and successful. Age 45, married, American.

Investigation may develop into a gilt-edged investment of mutual value. Write "B," Box 300, P. I.


## Asks End of Price-Fixing

ABOLISHMENT of price-fixing clauses in the book and toilet goods codes is urged by Channing E. Sweitzer, managing director of the National Retail Dry Goods Association. In a statement issued by him, comparisons are made of retail sales in these lines before and after code enforcement which show that there has been a decrease in sales, the consequence of price-fixing.

The retail drug code prohibits the sale of toilet articles and drug items at prices lower than the manufacturer's wholesale list price in quantities of one dozen. The book code prohibits a retailer from selling, during a stipulated period of time, at less than a publisher's fixed retail price.

The resulting decrease in sales is cited, Mr. Sweitzer said, "to show the need for the Federal administration to take steps to rid the recovery program of price-fixing policies. The administration has for months recognized the economic evils which have resulted from price-fixing in codes, but up to this point has taken no formal action."

✦ ✦ ✦

### Winter Golf League Plans Revival Tournament

The Winter Golf League of Advertising Interests, after four years of inactivity, will hold a tournament over the course of the Palm Beach Country Club from January 21 to 25. The Hotel Breakers will be headquarters.

Ray P. Clayberger is president of the league, which was organized in 1904. Fred C. Stevens is vice-president, Ray McCarthy, secretary, and Carl Percy, treasurer.

Merrill M. Lord is chairman of the tournament committee.

• • •

### New Office for Kable

Kable Publication Representatives, Chicago, will establish a New York office at 420 Lexington Avenue on January 1. John M. Prendergast, of the Chicago staff, has been elected Eastern manager.

• • •

### Pickett Joins Culvert Group

H. N. Pickett has been appointed advertising manager of the Toncan Culvert Manufacturers' Association, with headquarters at Youngstown, Ohio. For a number of years he has been advertising manager of *Daily Metal Trade*.

# PROFITABLE BUSINESS OPPORTUNITY FOR Seasoned Advertising Men

●

● This organization offers to a limited number of competent advertising men, in cities of 150,000 population and over, an exclusive franchise for the operation of a tested advertising device readily capable of returning a minimum annual income of $6000, increasing to $12,000 in cities of 300,000, and to larger incomes in still larger cities. Each operator owns his own business. First year's earnings should equal the modest initial capital required.

Operators already have obtained franchises covering New York City, Chicago, Pittsburgh, Buffalo, Detroit, Milwaukee, Cleveland, Minneapolis and St. Paul. All other cities of 150,000 and over are open—subject, of course, to acceptances dating from the issuance of this number of Printers' Ink.

There is no seasonal or geographic factor in the operation of the device, no expensive servicing. It is possible for the operator to conduct his business with practically no overhead. There is nothing of high unit value to sell or lease. A logical, matter of fact presentation of the "circulation" of the device is adequate to interest local advertisers as well as sales and advertising managers in well-defined national fields. Results in the cities already contracted for prove these statements conservative.

If you are interested in investing a relatively small amount of money in an independently owned and operated business that will return your capital in a year, and that will pay you an excellent income as long as you continue to operate it, write to "J," Box 25, Printers' Ink, 6 No. Michigan Ave., Chicago, Ill.

# PRINTERS' INK

*A JOURNAL FOR ADVERTISERS*

*Founded 1888 by George P. Rowell*
*John Irving Romer, Editor and President*
*1906—1933*

PRINTERS' INK PUBLISHING CO., INC.
185 MADISON AVENUE, NEW YORK

ROY DICKINSON, President
DOUGLAS TAYLOR, Vice-President
R. W. LAWRENCE, Secretary
DAVID MARCUS, Treasurer

G. A. NICHOLS, Editor
C. B. LARRABEE, Managing Editor
R. W. PALMER, Associate Editor
ARTHUR H. LITTLE, Associate Editor
BERNARD A. GRIMES, News Editor
H. W. MARKS, Mgr. Readers' Service

EDITORIAL OFFICES
Chicago, 6 North Michigan Avenue: Andrew M. Howe, Associate Editor; P. H. Erbes, Jr.
Washington, 1208 Carpenters' Building: Chester M. Wright.
London, 110 St. Martin's Lane, W. C. 2: McDonough Russell.

ADVERTISING OFFICES
Chicago, 6 North Michigan Avenue: Gove Compton, Manager.
St. Louis, 915 Olive Street: A. D. McKinney, Manager.
Pacific Coast: M. C. Mogensen, Manager. San Francisco, Los Angeles, Seattle, Portland.

Subscription rates: $3 a year, $1.50 six months. Canada $4 plus duty $2.60 a year. Foreign $5.

NEW YORK, DECEMBER 13, 1934


## Industry Mobilizes

Business is mobilizing. The word sounds martial. But industry, assured by the Government that regimentation is out, is mobilizing for peace.

Industry is mobilizing in the sense that it is rendering itself mobile, in the sense that it is becoming—has, indeed, already become—a moving entity, advancing with a common purpose to a common objective.

Last week, that mobility demonstrated itself in a fashion most literal and most dramatic.

In New York there assembled, for an annual dinner, the National Association of Manufacturers and Congress of American Industry.

Before the diners rose Donald R. Richberg, executive director of the National Emergency Council and, next to the President himself the most powerful person in public life.

What Mr. Richberg had to say was important. But even his speech, setting forth broadly, as it did, the Administration's purposes and plans for the future, must rank second in significance to the phenomenon that confronted him.

What he had to say was less important than his audience—than the size of his audience—than the spirit that had brought his hearers together. For that audience constituted the biggest gathering of manufacturers that has assembled since the depression began.

And if you would find mobility in its literal sense, contemplate the fact that in that audience sat business men from the Middle West who had come to the dinner by special train.

Yes, Mr. Richberg spoke. As always, he spoke carefully, weighing his words. The NRA, he conceded, had fallen short of its hoped-for attainments. But codes enforcing fair competition, he said, must go on—amended, perhaps, but preserved. Solemnly, he urged business to strive for recovery, not under the Utopian circumstances that the timid ones would wish for, but under conditions as they are. More subtly, he intimated that if employers consent to legal restriction in exchange for increased power under the codes, organized labor would be called upon to do likewise in submitting to legislative control.

But the Richberg speech now is history. No longer is it news. Its sentences have been conned and quoted and dissected from coast to coast.

But this remains:

Whatever the import of that speech, and long after the sentences have been forgotten, industry proved last week at the Waldorf that Americanism is more than a word, and that American enterprise, American courage, and American teamwork are something

more solid than vocal exercises for our orators who so often speak of those qualities in eloquent commendation.

Business stands ready. For that which brought to the Waldorf last week that record assembly of manufacturers was not curiosity to hear the worst—business already has heard that—but the Administration's challenge, the Administration's invitation, for closer cooperation, in the direction of recovery, between business and Government.

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**When Nature Intervenes**

Literate Henry Wallace, Secretary of Agriculture, in his annual report to the President, made public this week, announces that "the end of our period of emergency adjustments, of drastic reductions in the farm output is coming into view."

And as this welcome condition develops, it stands out more clearly, according to the Secretary, that the Agricultural Adjustment Act is really "production adjustment which does not mean reducing the production of everything but producing different commodities in the proper amounts and proportions."

Interesting and important to relate, Mr. Wallace officially admits that this outcome is the "result partly of crop control *and partly of weather conditions.*" The italics are ours.

Here of course is the whole point of the argument. It is a fact which cannot be laughed off or argued away regardless of whether the Agricultural Department swings to the right or to the left, that the farmer's economic set-up is almost diametrically opposite to that of any other producer on this footstool.

Secretary Wallace states the case only mildly when he admits that farmers "cannot regulate their output as accurately as can manufacturers." The farmers in Iowa, the Secretary's home State, had a taste of this last summer when not enough rain fell. Their condition was distorted and magnified by alarmist reports in Eastern newspapers. They were not starving to death and were not rising in insurrection against the Government. But their production was cut down vastly below the standards set by the Agricultural Adjustment authorities and there was not a thing they could do about it.

All this being so, why is it not a sensible assumption that the way to remedy overproduction is to strengthen and build distribution and merchandising machinery so that consumption can be increased?

On page 17 of this issue of PRINTERS' INK, there is a thoughtful article by George F. Bauer discussing reciprocal trade arrangements as a means of doing this very thing.

Mr. Bauer is referring here to automobiles and other merchandise.

But doesn't the principle apply to food?

When all powerful nature intervenes, the logical procedure is not to try to regulate it with planned economy. The two forces won't mix.

---

**Bob Johnson**

According to last week's PRINTERS' INK (and accurate News Editor Grimes informs us that the report is correct) Bob Johnson, vice-president of Time, Inc., starts on a new job next Monday morning—that of Relief Administrator in Pennsylvania.

We have every confidence in the ability of Bob, a Connecticut Republican of Republicans, to boss around a lot of Democrats. He knows how to boss people so they will come back for more, and like it better the more they get, as witness the advertising departments

of *Time* and *Fortune* which he has built. It goes without saying that any Democrat in the Pennsylvania Relief Administration who doesn't earn his pay will be fired—and any Republican, too, if by chance there is one. And as to the couple of hundred million dollars Bob will spend—well, don't worry about that; not a penny will be wasted or misplaced.

But how about the publishing business? True, Henry Luce has allowed Pennsylvania to borrow Mr. Johnson for only a year. But things won't be right until he returns. And we are not thinking only of *Time* and *Fortune* either; publishers in general have sort of a proprietary interest in this regular guy, this salesman extraordinary.

Go to Pennsylvania for a year if you must, Bob. But don't make it any longer. And don't let them turn you into a politician.

---

**Rara Avis**

Hearteningly, there's a merchandising mind at work on the national housing situation.

J. Howard Ardrey, able deputy to able FHA Administrator James A. Moffett, visualizes the FHA undertaking as, first of all, a task in mass selling.

Writing in the "Burroughs Clearing House," Henry D. Ralph quotes Deputy Ardrey as explaining that the FHA is offering Americans a "combination package."

"A merchant offers a housewife $1.50 worth of merchandise for $1.19 if she takes a combination wrapped up in advance. That is what we are doing. We are rolling into a package and reducing to monthly payments all the costs of buying and owning a home."

First, as the FHA well knows, the "package" must be sold to the banks—and sold in language they can understand.

And this man Ardrey, who speaks the language of merchandisers, can talk bank-talk, too. For he is—of all things!—a banker.

---

**Grapevine That *Is* Grapevine**

It isn't often that we are able to catch in palpable error the New York State Colleges of Agriculture and Home Economics in co-operation with the U. S. Department of Agriculture Co-operative Agricultural Extension, Acts of May 8 and June 30, 1914.

Upon previous occasions, we have acknowledged to this copiously named font of knowledge our deep obligation. Upon it, unquestioningly, have we depended for the broadening of our wisdom. Upon any agrarian subject, from growing spruce and pine for the Christmas business to composing three-deck sandwiches for the tourist trade, we have taken its word.

But now, someone, under the aegis of the Acts of May 8 and June 30, 1914, has undertaken to plot, geographically, the locale of the lushest and longest grapevine—and has gone all haywire.

Says the freshest bulletin: "Almost one-fourth of the grapevine of New York State is in Yates, Steuben, Ontario, Schuyler, and Seneca Counties."

In grapevine—as in politics—the upper State reckons, blindly, without the metropolis.

Greater New York, permit us to remind the New York State Colleges of Agriculture, is one of the world's greatest centers of publishing.

And given half a chance, one space salesman—even a space salesman who stutters and whose territory is the Graybar Building—can produce and cultivate more grapevine than all the grape growers of Yates, Steuben, Ontario, Schuyler and Seneca Counties; and you could throw in, for good measure, all the vineyardists of California.

# His boss *knows* the answers



## . . . which are important to you, if you sell cars in New York

*Who buys gasoline and oil?* Car owners . . . *How often?* Very. In most cases, at least once a week . . . *What does that have to do with your advertising?* Plenty. It gives swift check on the selling power of copy *and newspapers*. This man's bosses — and the others in command of the industry which handles some 230 MILLION sales transactions a year in the New York market—are in an unusual position to know which newspapers are best for reaching CAR OWNERS.

*What is the result of that knowledge of media?* Gasoline and oil companies are using *more space* in the Herald Tribune than in any other New York newspaper; have done so for the past three years. *More companies* are using the Herald Tribune than any other New York newspaper.

In total AUTOMOTIVE ADVERTISING, too, the Herald Tribune is again *first* among all nine New York newspapers, for November . . . The Herald Tribune is *first*, by a wide margin, in size of automotive advertising *gain* so far this year, with a 136,000-line increase . . . It is naturally *first*, among all New York newspapers, on many schedules now being shaped up for the New York Automobile Show and for the rest of 1935.

NEW YORK
Herald Tribune

# December Magazine Advertising

| | 1934 Pages | 1934 Lines | 1933 Lines | 1932 Lines | 1934 Jan.-Dec. | 1933 Jan.-Dec. |
|---|---|---|---|---|---|---|
| Fortune | 122 | 76,788 | 44,845 | 27,571 | 791,582 | 360,324 |
| Esquire | 57 | a38,395 | | | 228,891 | |
| Town & Country (2 is.) | 50 | 33,285 | 32,975 | 30,963 | 415,777 | 325,502 |
| House & Garden | 47 | 29,870 | 24,364 | 20,245 | 339,370 | 229,084 |
| *N. Y. Met. Edition* | *52* | *32,949* | *29,466* | *24,276* | *384,852* | *292,888* |
| Vanity Fair | 46 | 28,894 | 26,172 | 17,437 | 281,210 | 178,164 |
| *N. Y. Met. Edition* | *50* | *31,738* | *31,532* | *19,096* | *309,729* | *212,153* |
| Cosmopolitan | 66 | 28,192 | 21,316 | 16,155 | 318,329 | 258,684 |
| The Chicagoan | 35 | 23,520 | 18,816 | 22,078 | 193,200 | 212,822 |
| The Spur | 35 | 23,478 | 22,106 | 26,990 | 288,258 | 219,546 |
| Boys' Life | 30 | 20,467 | 15,903 | 13,831 | 121,796 | 107,072 |
| Yachting | 32 | b20,224 | 15,444 | 14,114 | 322,475 | 215,184 |
| House Beautiful | 32 | 19,989 | 9,207 | 8,539 | 248,126 | 117,359 |
| Redbook | 46 | 19,911 | 10,787 | 10,003 | 198,916 | 151,404 |
| Popular Mechanics | 84 | 18,704 | 14,894 | 15,848 | 164,526 | 141,090 |
| American Magazine | 43 | 18,563 | 16,593 | 17,192 | 234,257 | 211,135 |
| Popular Science Monthly | 42 | 17,859 | 13,105 | 13,101 | 156,594 | 110,808 |
| Country Life | 26 | 17,353 | 15,402 | 14,172 | 218,274 | 172,192 |
| Harpers Magazine | 74 | 16,548 | 18,340 | 14,644 | 116,312 | 111,580 |
| Motor Boating | 38 | 16,254 | 14,823 | 16,848 | 293,238 | 232,177 |
| Atlantic Monthly | 69 | 15,414 | 18,346 | 11,686 | 78,486 | 83,276 |
| Nation's Business | 36 | 15,378 | 13,215 | 9,592 | 205,252 | 164,755 |
| Modern Mechanix | 61 | 13,659 | 9,033 | 7,810 | 134,918 | 83,144 |
| American Boy | 19 | 13,163 | 9,289 | 10,632 | 89,595 | 80,425 |
| Forbes (2 Nov. is.) | 30 | 12,848 | 8,511 | 15,481 | c118,175 | c103,403 |
| The Sportsman | 18 | b12,362 | b13,139 | 10,941 | 196,728 | 132,191 |
| American Home | 19 | 12,251 | 7,152 | 4,159 | 147,858 | 74,170 |
| *N. Y. Met. Edition* | *27* | *17,260* | *10,538* | *6,042* | *209,367* | *109,867* |
| Christian Herald | 18 | 12,240 | 10,512 | 11,656 | 112,840 | 119,099 |
| Life | 28 | 11,818 | 8,398 | 6,404 | 116,602 | 75,160 |
| Field & Stream | 26 | 11,361 | 8,294 | 7,691 | 143,046 | 113,139 |
| Scribner's | 26 | 11,180 | 9,806 | 10,605 | 70,157 | 70,332 |
| Sunset | 26 | 11,092 | 7,989 | 5,555 | 125,411 | 81,102 |
| The Instructor | 16 | 10,890 | 10,692 | 9,575 | 112,473 | 127,538 |
| American Golfer | 16 | 10,266 | 6,188 | 7,880 | 136,931 | 84,547 |
| Motion Picture | 23 | 10,058 | 15,480 | 9,285 | 157,545 | 160,770 |
| Movie Classic | 23 | 10,058 | 15,435 | 8,659 | 156,602 | 157,661 |
| Physical Culture | 23 | 10,008 | 8,591 | 13,479 | 112,348 | 104,904 |
| Polo | 14 | 9,688 | 9,954 | 9,912 | 126,994 | 118,806 |
| Banking | 22 | 9,541 | | | d33,582 | |
| Open Road for Boys | 22 | 9,295 | 8,997 | 9,389 | 56,754 | 75,694 |
| Better Homes & Gardens | 21 | 9,285 | 7,284 | 7,452 | 177,988 | 147,689 |
| Radio News | 20 | 8,585 | 7,965 | 7,465 | 86,664 | 71,744 |
| Modern Living | 19 | b8,294 | 6,166 | 4,920 | 83,531 | 61,908 |
| Uni. Model Airplane News | 19 | 8,278 | 7,836 | 8,982 | 80,339 | 57,430 |
| Outdoor Life | 19 | 8,046 | 5,417 | 5,187 | 96,416 | 76,662 |
| The Grade Teacher | 18 | 8,005 | 6,801 | 5,901 | 82,916 | 83,419 |
| American Rifleman | 18 | 7,750 | 7,363 | 7,366 | 92,812 | 81,249 |
| Real Detective | 17 | 7,449 | 6,985 | 6,857 | 75,389 | 70,556 |
| National Geographic | 30 | 7,106 | 5,461 | 6,291 | 87,599 | 66,984 |
| Elks Magazine | 16 | 7,058 | 4,957 | 4,684 | 65,789 | 55,237 |
| Travel | 11 | 7,052 | 7,862 | 8,374 | 81,544 | 74,468 |
| Silver Screen | 16 | 6,847 | 8,775 | 5,504 | 110,587 | 87,456 |
| St'tling Detective Adventures | 16 | 6,771 | 3,423 | 3,678 | 53,793 | 41,824 |
| Screenland | 16 | 6,741 | 9,379 | 6,120 | 111,349 | 96,767 |
| The Forum | 16 | 6,721 | 6,742 | 8,580 | 51,056 | 58,127 |
| Psychology | 15 | 6,494 | 5,369 | 6,708 | 59,653 | 57,331 |
| National Sportsman | 15 | 6,426 | 5,129 | 6,280 | 90,654 | 74,785 |
| Hunting & Fishing | 14 | 6,138 | 4,183 | 4,649 | 79,679 | 60,952 |
| Extension Magazine | 9 | 6,124 | 5,716 | 8,648 | 85,441 | 95,895 |
| St. Nicholas | 14 | 6,097 | 4,204 | 4,932 | 33,500 | 36,380 |
| Arts & Decoration | 9 | 5,964 | 4,788 | 6,048 | 69,608 | 68,867 |

*(Continued on page 122)*

# RISING



# MARKET

FORTUNE's circulation *already* exceeds its 100,000 guarantee for 1935. Next year FORTUNE will, as usual, deliver a substantial circulation bonus. Advertisers are buying FORTUNE on a steadily rising market—one of several reasons why FORTUNE for 1934 has averaged more advertising per issue than any other magazine in the world.

Fortune

135 EAST 42ND STREET, NEW YORK

| | 1934 Pages | 1934 Lines | 1933 Lines | 1932 Lines | 1934 Jan.-Dec. | 1933 Jan.-Dec. |
|---|---|---|---|---|---|---|
| Screen Romances | 13 | 5,734 | 7,250 | 4,774 | 74,441 | 65,530 |
| The Stage | 8 | 5,528 | 4,788 | 6,212 | 72,478 | 49,208 |
| Golden Book | 22 | 4,987 | 3,573 | 2,752 | 34,813 | 32,656 |
| Review of Reviews | 12 | 4,974 | 6,454 | 7,408 | 75,386 | 77,643 |
| Judge (Nov.) | 11 | 4,879 | 4,401 | 5,109 | c55,012 | c49,072 |
| True Detective Mysteries | 11 | 4,818 | 3,379 | 3,700 | 37,897 | 27,978 |
| American Mercury | 20 | 4,572 | 5,339 | 4,332 | 39,799 | 34,034 |
| Asia | 9 | 4,005 | 3,294 | 3,870 | 35,425 | 30,044 |
| Film Fun | 9 | 3,893 | 6,634 | 5,434 | 62,473 | 55,649 |
| Sports Afield | 9 | 3,832 | 4,499 | 6,152 | 87,110 | 83,211 |
| American Legion Monthly | 9 | 3,816 | 3,582 | 4,951 | 70,864 | 56,696 |
| New Outlook | 9 | 3,797 | 4,060 | 7,442 | 55,797 | 57,542 |
| American Forests | 9 | 3,780 | 2,940 | 1,960 | 48,969 | 34,945 |
| Mag. of Wall St. (2 Nov. is.) | 8 | 3,498 | 5,107 | 3,981 | c44,587 | c57,603 |
| Rotarian | 8 | 3,431 | 1,563 | 2,482 | 34,222 | 28,758 |
| Dell Men's Group | 15 | 3,248 | 3,136 | 1,680 | 38,876 | 26,867 |
| Munsey Combination | 15 | 3,248 | 3,574 | 2,128 | 34,720 | 25,824 |
| Scientific American | 7 | 3,073 | 2,992 | 4,463 | 31,262 | 36,271 |
| The Lion | 7 | 2,844 | 1,575 | 1,815 | 26,924 | 24,908 |
| Picture Play | 6 | 2,774 | 4,433 | 5,898 | 41,027 | 54,560 |
| Nature Magazine | 6 | 2,446 | 2,584 | 2,850 | 28,836 | 30,694 |
| Street & Smith's Big 7 Group | 11 | 2,408 | 2,688 | 2,128 | 25,858 | 23,520 |
| Current History | 10 | 2,300 | 2,674 | 3,256 | 28,477 | 29,520 |
| Street & Smith Combination | 9 | 1,904 | 1,344 | 1,120 | 15,428 | 12,572 |
| Blue Book | 3 | 707 | 608 | 1,005 | 8,148 | 8,396 |
| Totals | | 953,523 | 772,237 | 719,223 | 10,364,074 | 8,037,164 |

a Advertising page changed from three columns (504 lines) to four (672 lines). b Larger page size. c Jan.-Nov. linage. d Oct.-Dec. linage.

## WOMEN'S MAGAZINES

| | 1934 Pages | 1934 Lines | 1933 Lines | 1932 Lines | 1934 Jan.-Dec. | 1933 Jan.-Dec. |
|---|---|---|---|---|---|---|
| Vogue (2 is.) | 119 | 75,291 | 57,273 | 51,262 | 860,571 | 606,060 |
| Harper's Bazaar | 90 | 60,500 | 48,001 | 47,464 | 688,682 | 484,571 |
| Ladies' Home Journal | 65 | 44,415 | 46,353 | 42,972 | 542,754 | 520,494 |
| McCall's | 63 | 42,729 | 41,545 | 34,421 | 526,299 | 482,614 |
| Good Housekeeping | 99 | 42,451 | 37,541 | 36,104 | 542,464 | 476,351 |
| Woman's Home Companion | 49 | 33,571 | 41,665 | 34,607 | 505,102 | 471,585 |
| True Story | 49 | 20,856 | 16,806 | 23,941 | 240,894 | 211,197 |
| Delineator | 28 | 18,900 | 25,247 | 23,658 | 287,210 | 310,255 |
| Parents' Magazine | 43 | 18,251 | 14,042 | 10,466 | 181,143 | 146,014 |
| *N. Y. Met. Edition* | *46* | *19,538* | | | *a19,538* | |
| Modern Screen | 33 | 14,099 | 11,572 | 10,020 | 168,731 | 119,481 |
| Modern Romances | 32 | 13,643 | 10,954 | 9,683 | 162,646 | 114,193 |
| Photoplay | 32 | 13,532 | 14,928 | 11,627 | 172,812 | 168,730 |
| Shadoplay | 28 | 11,839 | 11,739 | | 130,331 | b83,998 |
| Movie Mirror | 27 | 11,770 | 5,961 | | 118,395 | b36,149 |
| Household Magazine | 17 | 11,704 | 9,760 | 9,542 | 153,678 | 125,964 |
| Junior League Magazine | 27 | 11,494 | 5,984 | 8,735 | 75,452 | 57,236 |
| True Romances | 26 | 11,014 | 5,284 | 7,069 | 105,414 | 69,382 |
| *Love and Romance | 25 | 10,770 | 5,854 | 6,670 | 101,648 | 67,708 |
| Tower Magazines | 25 | 10,661 | 12,329 | 9,489 | 153,670 | 148,971 |
| True Experiences | 24 | 10,426 | 4,989 | 2,060 | 98,733 | 56,398 |
| Radio Stars | 23 | 10,010 | 11,440 | 1,251 | 102,065 | 47,891 |
| Screen Play | 24 | 9,993 | 7,393 | 7,145 | 114,272 | 71,091 |
| True Confessions | 23 | 9,520 | 8,726 | 7,693 | 106,151 | 76,757 |
| Hollywood | 22 | 9,428 | 6,181 | 6,466 | 94,105 | 57,664 |
| Screen Book | 22 | 9,262 | 8,321 | 6,829 | 104,830 | 72,231 |
| Macfadden Women's Group | 21 | c9,125 | c1,894 | | c74,274 | cd6,863 |
| Pictorial Review | 13 | 9,093 | 13,376 | 13,207 | 173,186 | 177,651 |
| Holland's | 12 | 8,889 | 8,547 | 7,915 | 135,148 | 97,451 |
| Radioland | 20 | 8,347 | 10,512 | | 91,491 | e33,249 |
| Radio Mirror | 19 | 8,230 | 3,451 | | 54,258 | f6,385 |
| Farmer's Wife | 11 | 7,491 | 9,600 | 9,569 | 119,335 | 110,101 |
| Child Life | 16 | 6,701 | 7,685 | 6,202 | 57,941 | 53,953 |
| Woman's World | 8 | 5,368 | 3,917 | 7,217 | 76,026 | 65,323 |
| Junior Home Magazine | 12 | 5,105 | 3,334 | 4,991 | 29,651 | 35,556 |
| Needlecraft | 6 | 4,064 | 3,474 | 4,104 | 56,064 | 50,139 |
| Messenger of Sacred Heart | 4 | 1,000 | 1,277 | 1,666 | 19,815 | 23,742 |
| Totals | | 601,704 | 535,061 | 464,045 | 7,152,254 | 5,736,535 |

a Dec. linage only. b June-Dec. linage. c Radio Mirror not included. d July-Dec. linage. e Sept.-Dec. linage. f Nov.-Dec. linage. * Formerly Dream World.

*(Continued on page 124)*

# 1934 was a GREAT YEAR

*for* MODERN SCREEN
RADIO STARS
MODERN ROMANCES

- This group led all other groups in advertising linage
- Showed a gain of 54% over the preceding year

and **1935**

issues for the first quarter are exceeding 1934 first-quarter issues by wide margins

**MODERN MAGAZINES**
"The Quality Magazines Reaching Mass Markets."

## NATIONAL WEEKLIES (4 November Issues)

| | 1934 Pages | 1934 Lines | 1933 Lines | 1932 Lines | 1934 *Jan.-Nov. | 1933 Jan.-Nov. |
|---|---|---|---|---|---|---|
| Saturday Evening Post | 203 | 138,269 | 133,971 | 110,843 | 1,626,597 | 1,281,869 |
| New Yorker | 269 | 115,247 | 87,001 | 73,680 | 1,069,300 | 707,010 |
| Time | 193 | 82,930 | 65,293 | 49,082 | 955,426 | 645,137 |
| Collier's | 87 | 59,629 | 63,994 | 52,312 | 790,676 | 623,278 |
| The American Weekly | 30 | 56,491 | 57,185 | 58,910 | 633,244 | 590,278 |
| The United States News | 14 | 29,151 | | | c68,626 | |
| Literary Digest | 63 | 28,709 | 22,928 | 29,806 | 309,437 | 277,841 |
| Liberty | 48 | 20,755 | 18,970 | 22,052 | 264,414 | 205,095 |
| Business Week | 49 | 20,632 | 18,153 | a21,905 | 244,426 | 177,406 |
| News-Week | 27 | 11,076 | 13,952 | | 150,432 | 96,003 |
| Scholastic | 17 | 6,727 | 5,614 | b4,545 | 50,091 | 42,871 |
| The Nation | 15 | 5,750 | a8,150 | a6,600 | 85,050 | 70,480 |
| New Republic | 12 | 5,077 | a6,784 | a7,195 | 58,286 | 59,077 |
| Totals | | 580,443 | 501,995 | 436,930 | 6,306,005 | 4,776,345 |

a Five is. b Two is. c Oct.-Nov. linage.

## CANADIAN (November Issues)

| | 1934 Pages | 1934 Lines | 1933 Lines | 1932 Lines | 1934 *Jan.-Nov. | 1933 Jan.-Nov. |
|---|---|---|---|---|---|---|
| Mayfair | 47 | a31,588 | 21,921 | 28,914 | 300,668 | 226,119 |
| Maclean's (2 is.) | 45 | 31,515 | 21,120 | 35,278 | 347,419 | 302,325 |
| Canadian Home Journal | 38 | 26,289 | 24,933 | 31,007 | 288,933 | 255,667 |
| Chatelaine | 33 | 23,213 | 17,385 | 24,556 | 245,822 | 196,295 |
| National Home Monthly | 32 | 22,446 | 17,980 | 17,773 | 223,119 | 179,698 |
| Liberty (4 is.) | 49 | 21,266 | 18,026 | | 248,413 | 193,146 |
| " *exclusively Canadian* | *17* | *7,287* | | | *63,764* | |
| " *in comb. with U. S. ed.* | *32* | *13,979* | | | *184,649* | |
| Can. Homes & Gardens | 31 | ab21,030 | a11,908 | 14,500 | 164,264 | 154,214 |
| Canadian Business (Dec.) | 28 | 11,688 | 6,953 | 8,883 | c136,913 | c94,317 |
| The Canadian Magazine | 16 | 11,240 | 9,519 | 11,033 | 136,623 | 133,293 |
| Totals | | 200,275 | 149,745 | 171,944 | 2,092,174 | 1,735,074 |
| Grand Totals | | 2,335,945 | 1,959,038 | 1,792,142 | 25,914,507 | 20,285,118 |

a Larger page size. b Oct. & Nov. issues combined. c Jan.-Dec. linage.

*The December, 1934 linage for the magazines in the National Weekly and Canadian groups will be published in the January 10, 1935 issue.

✦ ✦ ✦

### New Addresses

Standard Magazines, Inc., and affiliated publishing companies, New York, have moved their advertising, executive and editorial offices to 22 West 48th Street, that city.

The Seattle office of Erwin, Wasey & Company has moved to new offices at 455 Skinner Building, that city.

• • •

### Bertha Bernstein with Empire Service

Bertha Bernstein, formerly president of the Chatham Advertising Agency and, more recently, account executive with the Arthur Rosenberg Company, is now with the Empire Advertising Service, New York.

• • •

### Death of Willard Smith

Willard Smith, for many years associated with N. W. Ayer & Son until his retirement eight years ago, was killed when struck by an automobile in Hamilton, Ont., this week. He was, for years head of the school department of the Ayer agency.

### Join Staff of Van Sant, Dugdale

H. T. Husted and Mouncey Ferguson have joined the copy staff at Baltimore of Van Sant, Dugdale & Company. Mr. Husted was formerly with the New York office of Lord & Thomas. Mr. Ferguson was with Stanco, Inc. Alan E. Turner, recently with the Reuben H. Donnelley Corporation, has joined Van Sant, Dugdale as an account executive.

• • •

### Blackstone Products Name Redfield-Coupe

Redfield-Coupe, Inc., New York advertising agency, has been appointed by the Blackstone Products Company, New York, to direct the advertising of "Tasty-Lax."

• • •

### Styleset to Wylie B. Jones

Garry & Company, New York, Styleset hair dressing lotion, have appointed the Wylie B. Jones Advertising Agency, New York, to handle their advertising. Radio will be used.

# A Reminder!

**The advertising rate of The United States News will be increased ten per cent January 1, 1935.**

# Present Rate

**was based on a circulation of 25,000.**

# Net Paid Circulation

**is now more than 50,000—and is going up steadily.**

# Contract Now

**for next year's space, and enjoy the present low advertising rate throughout all of 1935!**

## The United States News

*The Weekly Newsmagazine of National Affairs.*

New York Office
280 Broadway

Chicago Office
180 N. Michigan Avenue

Published at Washington

# The Little Schoolmaster's Classroom




WHERE do new products come from?

The Schoolmaster doesn't really expect an answer for he knows that even while he asks the question, somewhere someone is mulling over some new thing to meet a new human need. He asks the question merely so that he may supply an answer—at least in the case of one new product, a product that is starting right off with advertising.

This new product came about as an answer to a challenge. A well-known scientist and professor of chemistry was a guest some time ago at a private dinner—a lovely dinner it was except for the most unpleasant flavor of the coffee, caused, an embarrassed butler hastened to explain, by the fact that the silver coffee set had been kept in a cabinet with camphor to retard tarnishing. The clever hostess, making capital out of the embarrassing incident, challenged her learned guest to find a better way to prevent silver from tarnishing.

The professor really became interested in the problem and found an answer in a compound, which allowed to stand uncovered in a closed cabinet containing polished silver, absorbs the gases in the atmosphere that cause tarnishing. Having solved the problem, the professor tried out his product on his friends and found more and more requests for it. Finally he gave it a name, "Tarno," packaged it himself and sold the packages. Now, however, the professor has gone back to his laboratory waiting for a new challenge and has turned the production and marketing of his product over to the Columbia Refining Company.

• • •

The Schoolmaster might well ask another question at this point. "What has to be done to a new product to make it ready for market?"

Trailing our professor's product further we find: First it had to be tested thoroughly by housewives, jewelry stores and other markets to make sure it would perform everything claimed for it. Second, its name had to be changed. "Tarno" was too negative a title, nor did it describe the product any too well.

Silver Sentry was the name fi-

nally chosen as one that would suggest its use and at the same time provide a fitting trade-mark in the little soldier shown on the package. This name also paved the way for a slogan, "Guards Your Silver against Tarnish."

Third, the package size had to be changed. The professor's bottle did not fit the ordinary type of drawer in which silver is kept. The new bottle was also made flatter so that it would not easily tip over. It was colored in blue and silver to fit in attractively both on display and in use. Finally a price had to be set. These proved to be only some of the answers to the Schoolmaster's second query.

The new product is being advertised in business papers and by direct mail. It is planned to market it first to a class market and then to work down gradually to a mass market with a consumer campaign in magazines later.

• • •

Some three months ago it was mentioned in these columns that grape juice was among the beverages for which there is less call in hotels and restaurants.

S. C. Jones, vice-president of The Welch Grape Juice Company, tells the Schoolmaster that according to Welch records, hotels and restaurants are using its product in increasing quantities right along. Sales—chiefly through the grocery and drug trade—for the last fiscal year have smashed sales records of thirteen, sixteen, eighteen and twenty-four years.

The answer, according to Mr. Jones, lies largely in the fact that Welch's is being advertised as a health drink and is used more and more in the diet.

• • •

The "Esso" Marketers, in conjunction with the Standard Oil Companies of New Jersey, Louisiana and Pennsylvania and the Colonial Beacon Oil Company, are reversing the usual "air" practice of trimming a popular operetta to fit into a half-hour or hour broadcast in their new series which was inaugurated December 7. This serial music-drama, titled "The O'Flynn" is an elaboration on the central

A
4-A agency
wants a
representative

We've got some good prospects—and we want a good man to close them.

We'd like to get a man who has had agency experience, but we'll listen to others.

The man can't come too good for us! Address "N," Box 28, P. I.

SALESMAN WANTED

An old established engineering publication with a large national circulation has an opening in its advertising sales staff for a representative in the territory that includes headquarters in Philadelphia.

A man thirty to forty years old, with knowledge of advertising and selling, is required. Address in own handwriting, stating age, experience, references, and salary expected.

"C," Box 20, care Printers' Ink.

## UNUSUAL OPPORTUNITY
FOR A
## PRINTING SALESMAN

The man we seek must be alert, aggressive AND HAVE ACTIVE BUSINESS. In return we offer that man the full facilities of a complete and modernly equipped plant producing the finest color and black and white printing of all kinds. In conjunction there are the facilities of a complete creative service.

If you believe that you are the man we want, then write or 'phone for an appointment.

**OGDEN PRINTING CO., Inc.**
209 West 38th Street, New York
'Phone WIsconsin 7-7323

**Assistant to Merchandising or Advertising Manager**
Continuous, progressive working record of 15 years with two agencies and one advertiser. Sound experience in copy writing and layout. Thorough, practical knowledge of direct mail, packaging and displays. Well trained in the organization of detail and handling of rush work accurately. Age 33. Christian. A-1 References and educational background. Address "M," Box 27, Printers' Ink.

## SALESMAN
Unusual opportunity right man (Gentile) make profitable, congenial connection small, well-established advertising-merchandising concern, in N. Y. City, specializing POSTERS and DISPLAYS. Man we select must have accounts or suitable connections. Write fully in strict confidence. "L," Box 26, Printers' Ink.

## LIQUOR SALES AND ADVERTISING
There is an opportunity to get the services of a top-notcher to head up your sales or advertising—or both. He is working in advisory capacity with two leading products in the liquor field—is familiar with every phase of today's conditions. Would like to make a change. Address "H," Box 24, care Printers' Ink.


theme of a legitimate production which made its bow to Broadway on December 12.

This time it is the radio audience who is given the story in its entirety, while the theater audiences must be content with a condensed version of this historical musical drama based upon the struggle between the Stewarts and the Orangemen in Ireland.

• • •

Sticking out your tongue—metaphorically—at pickets may or may not be an effective way of handling labor troubles but it certainly adds to the gaiety of the street. And one merchant has used it ingeniously to focus attention on his show window.

The Federal Bake Shop in Washington, D. C., has a union sandwich man parading up and down in front of the entrance, displaying the usual "unfair" legend. What is a source of embarrassment in most cases has here been turned into an attention getter for the shop's merchandise, in this way: A cord has been tied across the show window. Suspended from this cord are a number of miniature sandwich men, made of cooky dough with raisins stuck in for eyes, nose mouth, and jacket buttons. Each "man" wears a placard with a different legend. Reading from left to right across the window, these are:

"Organized labor is advertising Federal Bake Shop. Tha-a-a-nk you!"

"Little man, what now?"

"Little man, you've had a busy day."

"Our little man is only 5¢."

"Federal Bake Shop is not unfair to labor—ask our employees."

The union sandwich man paces


ELECTRIC COUNTER AND WINDOW SIGNS — GILLCO SIGNS · DISPLAYS — GILL GLASS & FIXTURE CO., PHILADELPHIA PA. — SPECIAL CREATIONS IN GLASS

TORONTO MONTREAL WINNIPEG LONDON, Eng. — GIBBONS KNOWS CANADA — REGINA CALGARY EDMONTON VANCOUVER

# Classified Advertisements

## BUSINESS OPPORTUNITIES

**Chicago Representation.** Salesman with ability, experience and wide acquaintance desires to give part or all time to publication of merit. Gentile. Highest references. Box 376, Printers' Ink, Chicago Office.

**WANTED: ARTIST**
First class commercial man. Excellent working space in exchange for services of a few hours teaching weekly. Phone ALgonquin 4-2446.

**Experienced Advertising Man,** who controls approximately $100,000 yearly billing, would like to discuss possibilities of forming advertising agency partnership with reliable individual who has similar volume of business. Box 383, P. I.

**TO PRINTERS AND PUBLISHERS:** AM IN THE MARKET FOR ONE OR MORE BUSINESS PAPERS THAT ARE OPERATING ON PROFIT OR LOSS BASIS. IMMEDIATE ACTION. BOX 378, PRINTERS' INK.

**OPPORTUNITY** for advertising man or small to medium size agency with contacts and current accounts to connect with well thought of, recognized, growing agency. If you have no financial obligations, a few active accounts, and a desire to carve out a sound future—then we can talk business. Write full details. Confidential. Appointment to follow. Box 385, Printers' Ink.

## HELP WANTED

**COPYWRITER**—Experienced on travel booklets and articles, for New York Agency. Under 40 years, Christian—$60. Walter A. Lowen (Agency), 11 West 42nd St., New York City.

**Idea, Copy, Lay-Out Man**
wanted by aggressive advertising agency. Part time and unusually liberal arrangement. Write full particulars. Box 377, P. I.

**NO FORTUNE,**
but a good living, for man or woman each area cash-selling $15 "Coal-Carburetor," using which householder can burn buckwheat instead of high-priced coal in furnace. Box 386, Printers' Ink.

**ADVERTISING-PUBLISHING OPPORTUNITY**
Semi-technical business paper organization seeks high grade space salesman who has also had successful experience in publication promotion through circulars and letters. Must prove ability to build up a young publication in a vital field, and will share in profits commensurate with his actual results. Position involves some travel. All replies will be kept confidential. What background do you offer? Box 382, Printers' Ink.

**SALES PROMOTIONAL ASSISTANT:** National food manufacturer in New York wants a young man between 28 and 35 years of age with merchandising, active selling and some advertising experience in the food business capable of developing sales plans and able to merchandise them to selling organization. Write fully but briefly regarding qualifications and state salary expected. Box 379, P. I.

## MISCELLANEOUS

**Reproductions** of Sales Letters, Diagrams, Pictures, Bulletins, Drawings; $1.50 per 100 copies; additional hundreds 20c. No cuts required. Samples. Laurel Process, 480 Canal Street, New York.

## POSITIONS WANTED

**ARTIST**
Competent, versatile; lightning ideas, expert planning and execution. A one-man department plus. Age 30. Box 373, P. I.

**LAYOUT MAN**
PLANNING AND FINISHED ART WORK — EXCEPTIONAL EXPERIENCE. BOX 372, PRINTERS' INK.

**ASSISTANT TO EXECUTIVE**
Young Man, 24, single, seeks position as assistant to sales manager, account executive or export manager. Experienced in all three fields. A1 References. Box 374, Printers' Ink.

**Artist and Photo Offset Lithographer.** Excellent practical knowledge of layout, lettering and pictorial decoration. Photography. Three and four color process negatives and plates. Labels, packages, window displays. Tin or paper. Age 48. Gentile. Box 380, P. I.

**ADVERTISING MANAGER,** or assistant to same, large organization. Christian, 33 years old, college-educated, 12 years with agencies and manufacturers, familiar with every phase of selling, advertising, and sales promotion work. Past record on request. Address: Box 384, Printers' Ink.

**ADVERTISING SALESMAN**—Successful experience, fine record in general and class magazine and trade publication work, wide acquaintance, available for publisher needing high-class New York branch manager or representative. Best credentials; salary or commission; strict confidence. Box 375, Printers' Ink.

**Agency Trained Man Wants Advertising Dept. Job . . .**
with nationally known company in or around N. Y. Expert on booklets, folders—handled well-known national direct mail account. Campaign planner, art buyer, bang-up copywriter. 9 years with 4-A agencies. Box 381, Printers' Ink.

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*No responsibility is assumed for any omission.*


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| United States News | 125 |
| Washington, D. C., Star | 49 |
| Worcester Telegram-Gazette | 29 |


up and down, ignoring the window. But everyone else on the street looks, reads, and laughs.

• • •

The Western Clock Company, of LaSalle, Ill., has operated almost three years, or in excess of 9,166,635 consecutive man hours, without a lost-time accident. This achievement has been recognized by the National Safety Council as the outstanding industrial safety record of America and quite possibly of the entire industrial world.

This fact came to the Schoolmaster's attention in reading a resolution, recently passed by the Clock Manufacturers Association of America, congratulating the Western Clock organization on its achievement and extending to it the hope that this record might even be extended further.

If members of the Class are willing, and the Schoolmaster knows that there will be no objection, he would like to second the resolution.

✦ ✦ ✦

## Package Juries Selected

Personnel of the two juries which will judge entries in the 1935 Packaging Awards Competition sponsored by the American Management Association have been selected. Judging will take place in New York on February 8, 1935, and all entries will be placed on exhibition at the Fifth Packaging Exposition, Palmer House, Chicago, March 5 to 8.

The jury for the Awards for Distinctive Merit in Packaging Design and the Irwin D. Wolf Trophy includes: Prof. Ralph S. Alexander, Columbia University; Richard F. Bach, Metropolitan Museum of Art; Lucian Bernhard, artist; Miss Katharine Fisher, Good Housekeeping Institute; Paul Hollister, R. H. Macy & Co., Inc.; Miss Alice Hughes, New York *American;* Frederick C. Kendall, *Advertising & Selling;* Ray M. Schmitz, General Foods Corporation; and Miss Marion C. Taylor, *Vogue.*

The jury for the Awards for Distinctive Merit in Technical Packaging Development includes: Elmer Sheets, *The Drug and Cosmetic Industry;* Miss Alice Blinn, *Ladies' Home Journal;* William M. Bristol, Jr., Bristol-Myers Company; James Henry, E. Pritchard, Inc.; Dr. Stroud Jordan, Stroud Jordan Laboratories; J. C. Lewis, E. R. Squibb & Sons; and A. B. Shell, Hills Brothers Company.

• • •

## Haling with WFAA

Elbert Haling has been appointed publicity director of Station WFAA, Dallas, Tex. He was formerly with the Southwest Broadcasting System.

# ANNUAL REPORTS

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